



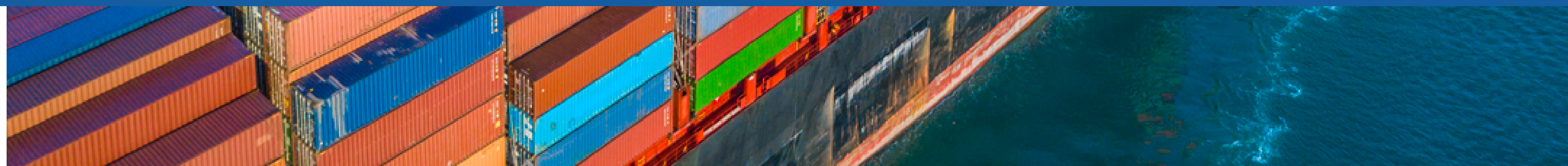
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# CONTENT MARKETING FINAL PITCH

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SINGAPORE MARITIME  
FOUNDATION

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TEAM SLAY: ATHENA, CHARIS, GEORGIA, PREETHY & SITI

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# SECONDARY RESEARCH

MORE ABOUT SINGAPORE MARITIME FOUNDATION



# ABOUT SINGAPORE MARITIME FOUNDATION

## MISSION

To strengthen and promote Singapore as an International Maritime Centre (IMC) and to develop a talent pool that will support the industry's growth.

## THE CHALLENGE

There is **insufficient interest and awareness** of the opportunities offered in Maritime and why it's a meaningful career to take up.

### Digital challenge

- Naturally not as interesting or fun consumer-facing type content
  - We should consider using other, more relevant content formats/topics

## MOST RECENT CAMPAIGN



## ITS OBJECTIVES

- Raise awareness and educate audience on opportunities in the maritime sector
- Engage audience through compelling maritime-related content
- Conversion of interest in maritime opportunities through traffic to website

# INDUSTRY INSIGHTS

## MARITIME IS AN **EVER-EVOLVING** INDUSTRY

- Transformation in Singapore's maritime sector is spurred on by digitalisation and decarbonisation
- Offers new roles to employees
- Opportunities to work at the frontier of technology and sustainability

## THERE ARE MANY **MISCONCEPTIONS** ABOUT THE INDUSTRY

- Viewed as a sunset industry
- Joining the maritime industry needs specific skill sets as well as some background in the sector
- Being part of the maritime sector means we have to be out at sea to make a difference



## MARITIME PLAYS A **BIG ROLE** IN SINGAPORE'S **ECONOMY**

- The maritime industry accounts for 7% of Singapore's GDP
- According to world shipping.org, Singapore is the second largest port in the world
- 90% of the world's trade is carried by sea on ships



# COMPETITORS ANALYSIS

## FAST GROWING INDUSTRIES IN SINGAPORE:

### Banking and Finance



Banking and financial literacy helps businesses to keep going.

It's estimated that there are over 5,200 available opportunities in the financial industry, with 96% being for PMET roles like risk management, compliance, relationship management, and financial analysis.

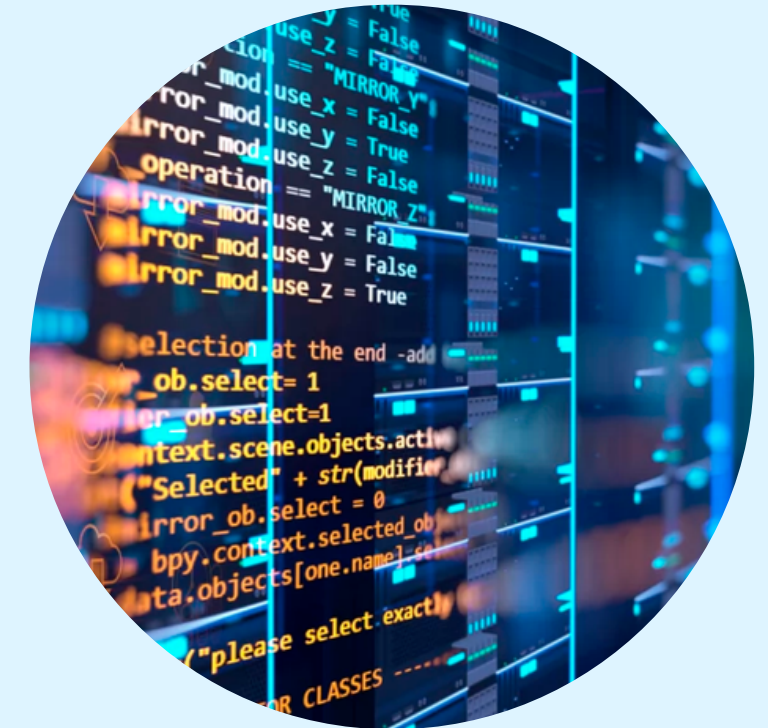
### Software and Technology



As technology grows and changes, so will the need for cybersecurity and innovative software.

Post-pandemic, the need for software developers has increased by 25%.

### Data Science and Analytics



Businesses are becoming more data-centric.

IBM reported that annual demand for data developers, scientists, and engineers led to over 700,000 new recruitments.



2

# PRIMARY RESEARCH

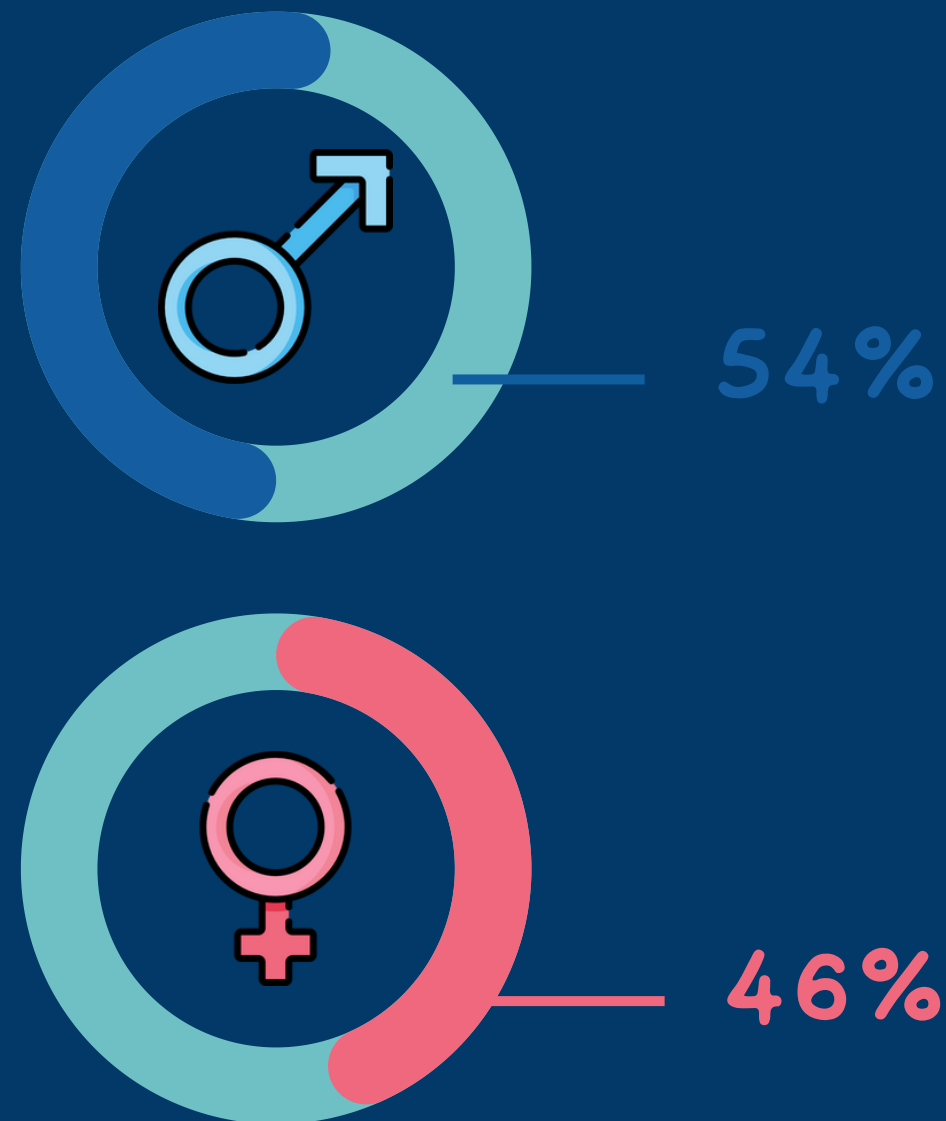
KEY SURVEY FINDINGS



# GENERAL DEMOGRAPHICS

Google Survey with 109 Respondents

## Gender



## Age

18 - 25

53

26 - 40

30

41 - 50

26

CURRENTLY WORKING

# OUT OF THE RESPONDENTS WHO ARE CURRENTLY WORKING:

41% said they **would not  
be open** to switching  
careers in the future



59% said they **would be  
open** to switch careers in  
the future

WILLING TO SWITCH CAREERS

# TOP REASONS FOR SWITCHING CAREERS

OUT OF THE 40 RESPONDENTS WHO WERE WILLING  
TO SWITCH CAREERS:

I want to try  
something  
new

I want to  
upgrade my  
skills

I would like  
a change in  
my working  
environment

I would like  
to change  
the nature  
of my work



WILLING TO SWITCH CAREERS

# ASPECTS CONSIDERED WHEN SWITCHING INDUSTRIES

SALARY



WORK-LIFE  
BALANCE



NATURE OF  
WORK



# WHAT DO YOU THINK ARE THE REQUIRED SKILLS TO WORK IN MARITIME?

AKA. Common misconceptions

NEED A DEGREE/DIPLOMA  
RELATED TO MARITIME

80%

NEED PREVIOUS JOB  
EXPERIENCE IN THE INDUSTRY

77.5%

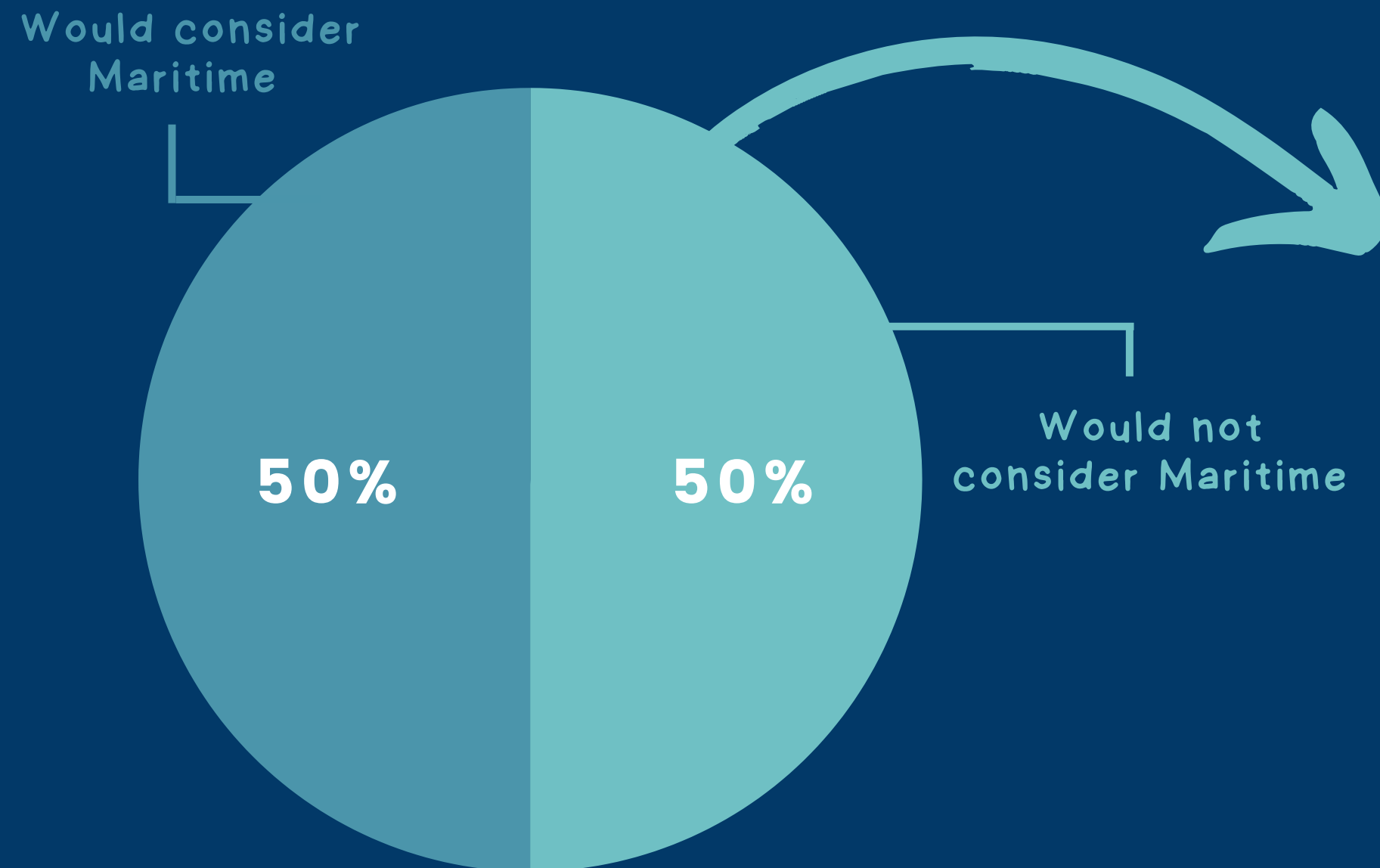
NEED TO BE OPEN TO  
WORKING OUT AT SEA FOR A  
LONG PERIOD OF TIME

55%

NEED ENGINEERING  
EXPERIENCE

50%

# WOULD YOU CONSIDER WORKING IN MARITIME?



Many have the impression that working in the maritime industry means they would have to **travel far to ports in Tuas**, leave their family for long periods of time and **spend long hours at work**.

Some also have the concern of a job environment with a **high safety risk**.

Some concerns also include how it might be **engineering intensive**.

ALL RESPONDENTS

# AWARENESS ABOUT SINGAPORE MARITIME FOUNDATION

67%

33%

Respondents are  
**unaware** of  
Singapore Maritime  
Foundation

Respondents are  
**aware** of Singapore  
Maritime Foundation

ALL RESPONDENTS

# ARE YOU INTERESTED IN PURSUING A CAREER IN THE MARITIME INDUSTRY

Common responses are due to the **lack of interest** in the opportunities offered in the maritime industry.

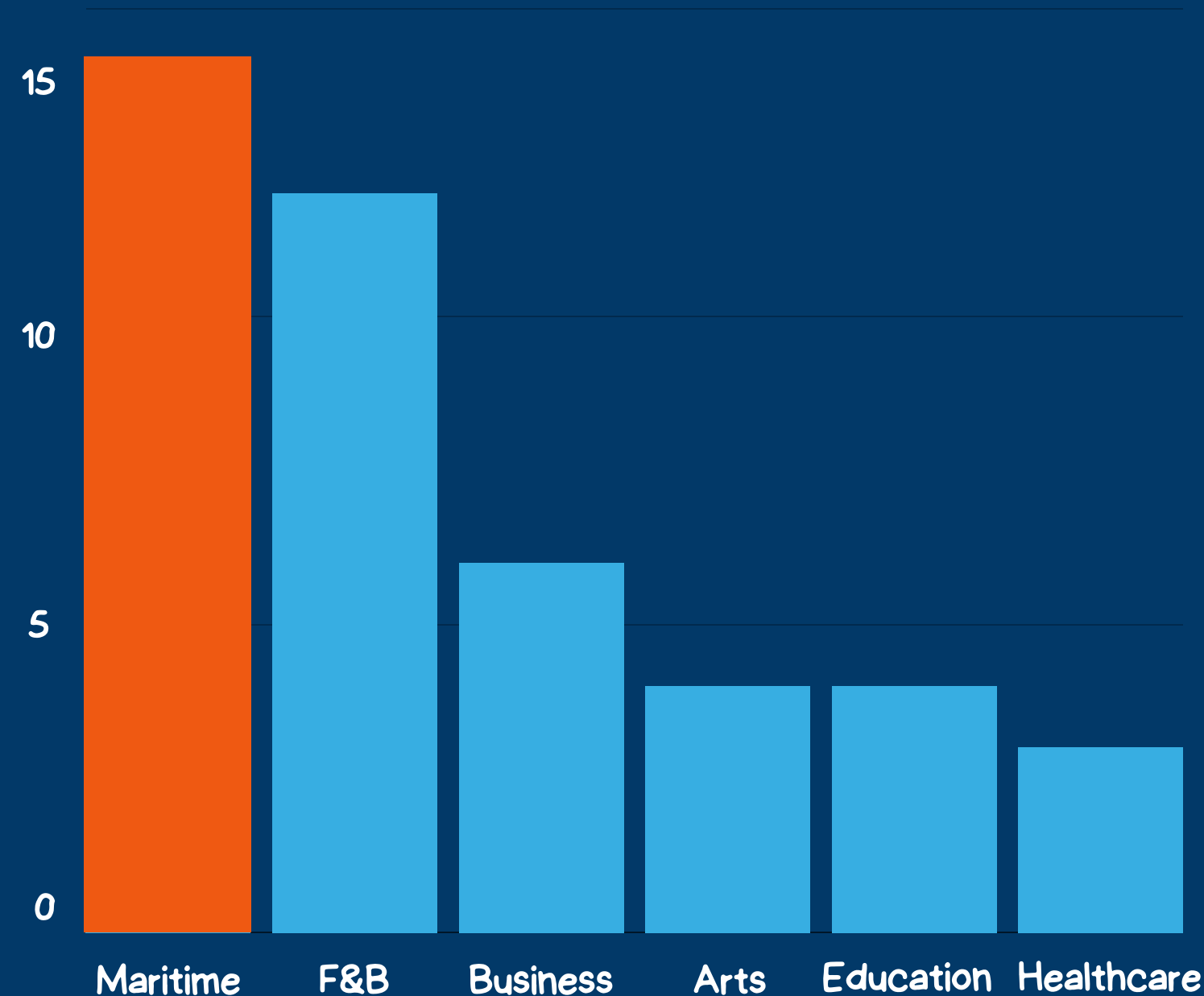
Some expressed their concerns of how a career in maritime is **unstable** due to the possibility of machinery advancements. Some **do not have the expertise** for a career in the industry.

62.4%  
**said no**



# INDUSTRY COMPETITORS

"Rank the career industry/industries which appeal(s) to you the **least** currently?"

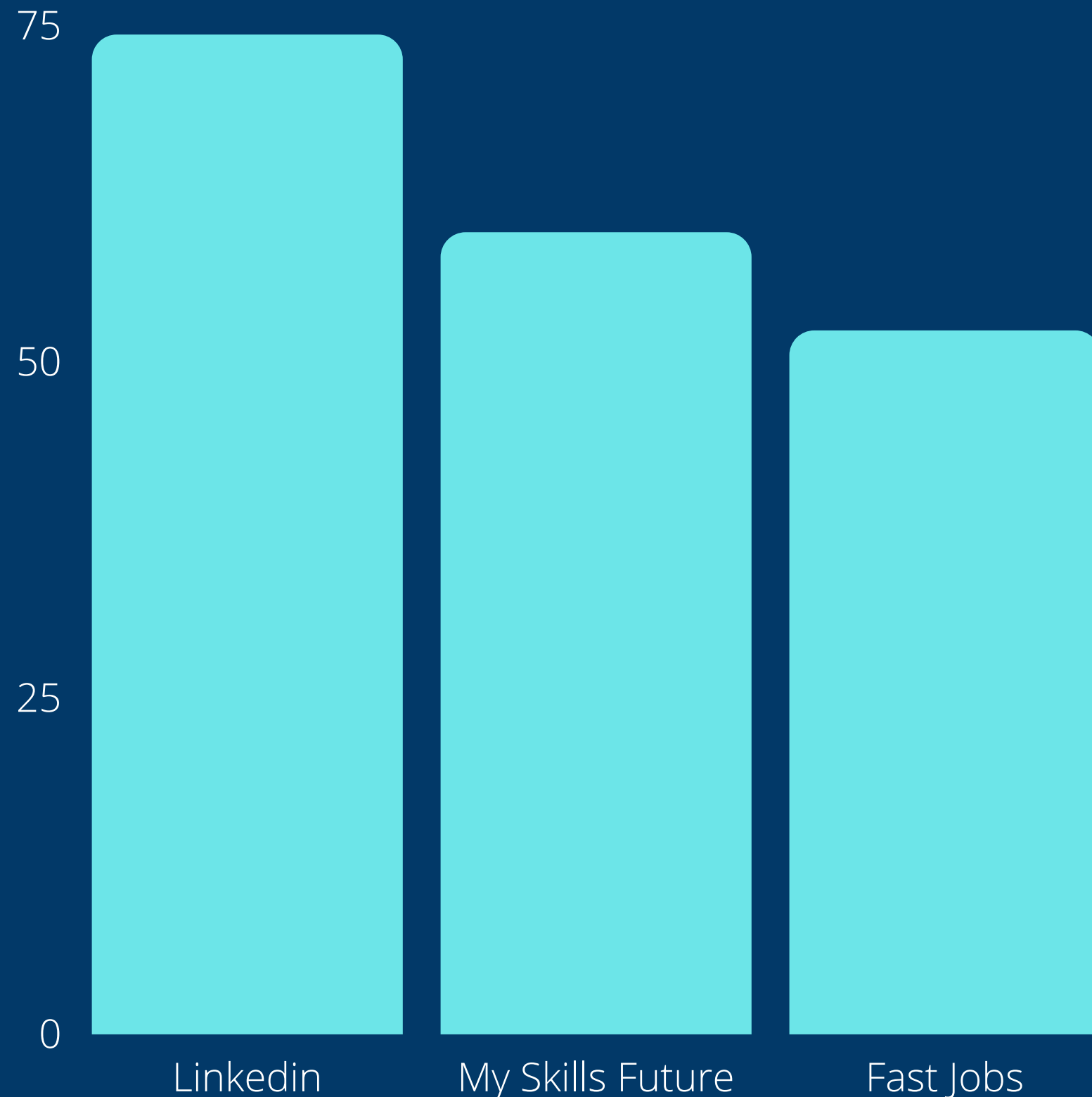


Based on our primary research results...

The chart represents the number of people who chose each respective industry as their **last option**.

ALL RESPONDENTS

# PLATFORMS USED TO APPLY FOR A JOB

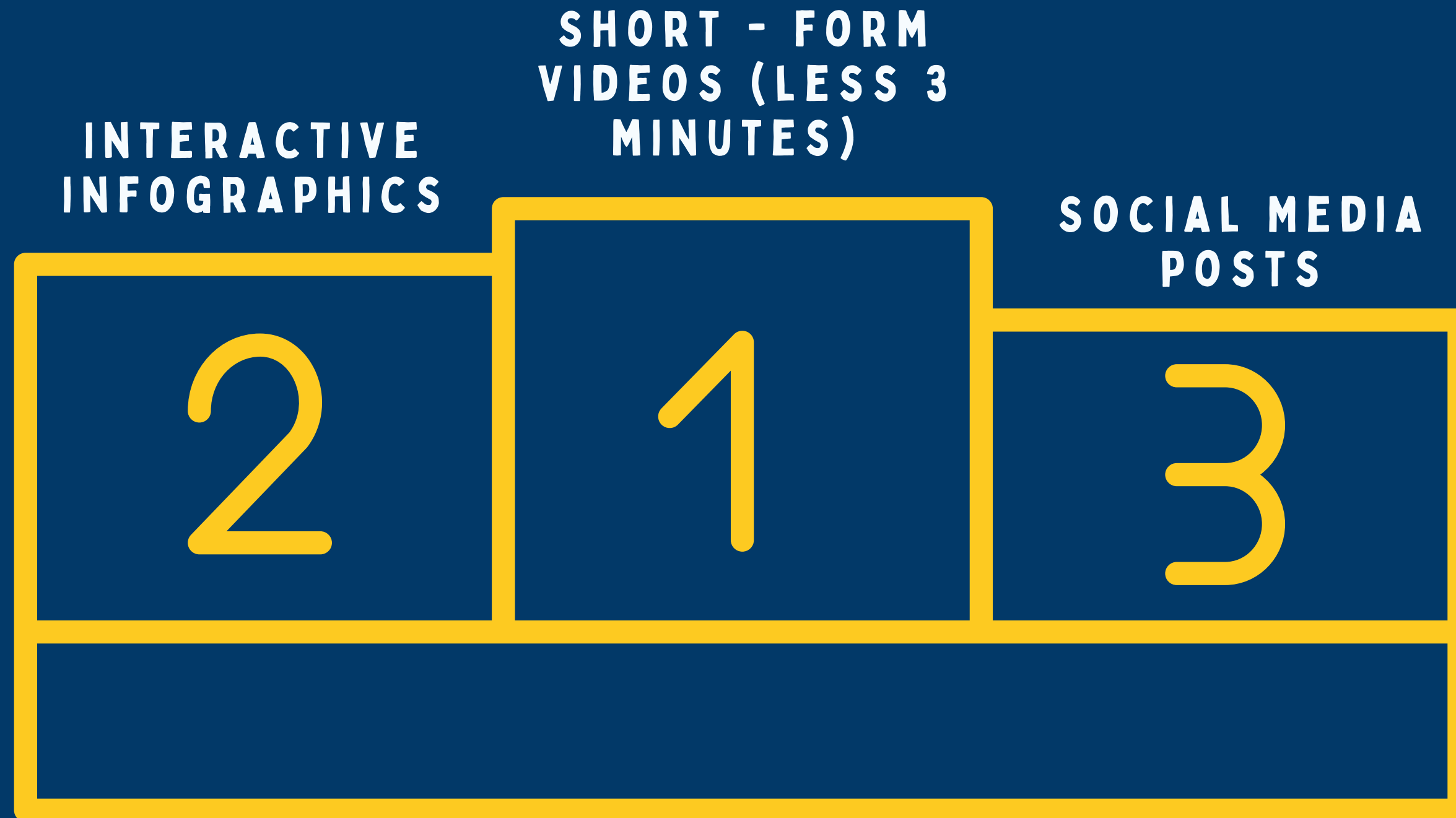


74.3% of our respondents said they would use **LinkedIn** when applying for a job. My Skills Future and Fast jobs were also a popular choice amongst our respondents.

- Hence we plan post some of our content buckets on LinkedIn as well.

ALL RESPONDENTS

# CONTENT TYPES RANKED BY RESPONDENTS





## KEY CONSUMER INSIGHT:

Our target audience gravitates towards other industries because they **value the stability and opportunities** provided, **unaware** that these aspects are **also offered in maritime**.



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# SITUATION SUMMARY

WHAT'S GOING ON?





# SITUATION SUMMARY

## SITUATION

### **Maritime needs talents:**

- The maritime industry is looking out for new pool of talents to help with the speed of industry advancement

### **Misconceptions:**

Majority of respondents have the mindset that to go into the maritime industry, one needs to have prior education/ experience in a maritime-related field

## COMPLICATIONS

### **Lack of interest due to misconceptions:**

- Male dominated
- Require offshore work
- Physically draining
- Long working hours
- No work life balance
- Require education and previous experience in the maritime sector

### **Target audience mainly have strong passions in other fields**

- Unaware about career fields in maritime that allow them to transfer their skills acquired from their preferred fields.

## OPPORTUNITIES

### **Re-brand the maritime industry as an industry with exciting opportunities**

- Show what you look for in a career is also present in maritime

### **Shift the perception of Maritime**

- Maritime is a welcoming industry that takes in people from a diverse pool of talent

### **Emphasise the importance of Maritime in Singapore's economy**

- Show how the Maritime industry constantly needs talent as it is constantly evolving (it helps Singapore's economy progress)
- Present maritime as an industry that offers many career opportunities that promises stability



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# CONTENT STRATEGY

OUR PLAN



# **THE PROBLEM STATEMENT**

Singaporeans aged 18-50 are uninterested in a career in the maritime industry due to their misconceptions of the industry.

# OBJECTIVES

**1**

**Debunk the myth that people need experience in maritime industry or must have studied maritime to work in the industry**

**2**

**To drive increased interest in maritime jobs and encouraging applications and increasing recruitment**

**3**

**Attract talents from all different backgrounds, fields, and industries**

# TARGET AUDIENCE

**18 TO 25 YEAR OLD TERTIARY STUDENTS & FRESH GRADUATES  
AND 26 TO 50 YEAR OLD MID-CAREER SWITCHERS**

## CONCERNS:

- Laborious and physically intensive industry
- Entering an unfamiliar industry
- Lack of expertise in the field

## NEEDS:

- Stability in a job
- Decent income
- Work-Life balance

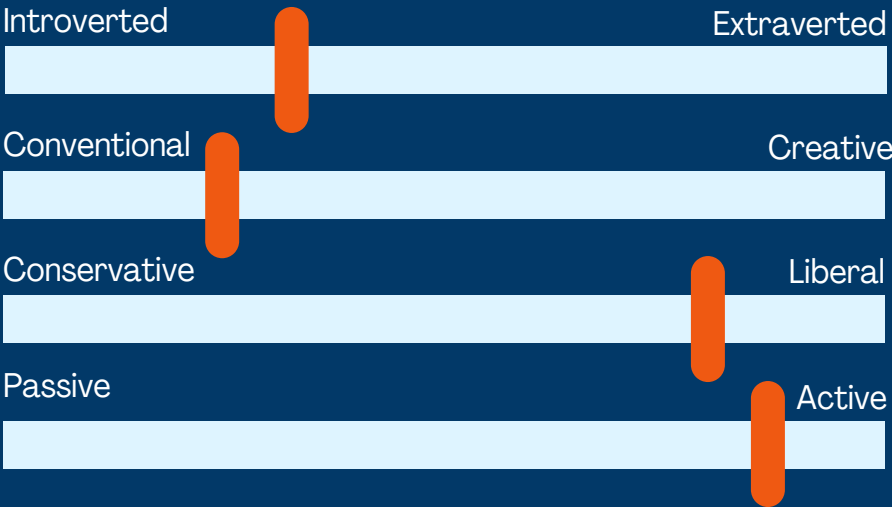
# OUR CONSUMER

## SYDNEY AW

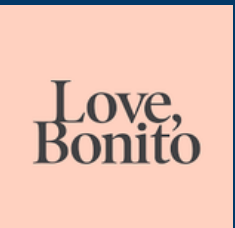


- Sydney is a cheerful person with a generally positive outlook on life. Being someone who is focused and hardworking, she takes pride in her work.
- When it comes to making decisions in her education or career, she prioritises passion in the field. She believes that to do something well, she needs to be passionate about it.
- Sydney also values taking part in activities that make a difference in society, giving her purpose in her work.
- After studying Business, she realised that she wanted a career that made a bigger impact in Singapore and people's everyday lives.

**Age:** 21 years old  
**Work:** University Graduate (Business)  
**Family:** Living with Parents  
**Location:** Bukit Merah  
**Personality:** Optimistic, open-minded, determined, purpose-driven



### BRANDS



## GOALS

- She wants to focus on being proactive rather than reactive
- She wants to find a career she is passionate in, that is also brings stability
- She wants to earn enough income for a stable and independent lifestyle

## FRUSTRATIONS

- She is unaware about the different career opportunities in maritime, and therefore does not know whether she has the skills to join the industry.
- She fears entering an industry with no connections or support.
- Her only perception of Maritime comes from word of mouth – causing her to view Maritime as a male dominated and physically laborious industry.

## MOTIVATIONS

- Wide variety of job opportunities
- Purpose of work
- Nature of work
- Contributing to a larger scale



# MESSAGE ARCHITECTURE

## HEADER

Plant your goals in Maritime for a Secure Future

## KEY MESSAGES

- Maritime is an ever-evolving industry which **plays a crucial role** in Singapore's livelihood.
- The maritime industry offers many opportunities for individuals from **different pools of talents**.
- The maritime industry offers the **stability** and **career prospects** also found in other industries.

## CAMPAIGN STORY

Offering a myriad of opportunities that you seek, Maritime provides job opportunities both onshore and offshore. In an ever-evolving industry that is crucial to Singapore's livelihood, maritime offers stability for those who have a vision in their career.



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# CONSUMER JOURNEY

GAINING PERSPECTIVES



# EMPATHY MAP



## WHAT IS SHE SEEING?

- She is **surrounded by friends who know what they want to do in the future**
- She notices that maritime related studies and career are **not popular among individuals that are her age**



## WHAT IS SHE HEARING?

- She is getting **mixed opinions and inputs about the maritime industry** by different people around her
- She forms different misconceptions about the maritime industry through with she hears

# EMPATHY MAP



## WHAT IS SHE DOING?

- She takes **personality quizzes** and **career interest quizzes** to **get to know herself better**
- She looks for **resources online** to **get to know more information about job opportunities**
- She browses LinkedIn/Telegram for career options and job openings after graduating
- She reads entries on Reddit to see others' experience in the maritime industry



## WHAT IS SHE THINKING/FEELING?

- **Eager** to finally branch out into something new
- Feeling **uninspired** in the business industry
- Feels somewhat **insecure** her existing skill sets and how she can contribute in the maritime industry
- **Anxious** about entering a new industry with no connections or support

# EMPATHY MAP

## HER PAINS

- She fears that she will put her safety at risk because of the nature of working at sea
- She fears that joining the maritime industry means that she would have to spend a lot of time offshore
- She does not want to work in a physically laborious job

# EMPATHY MAP

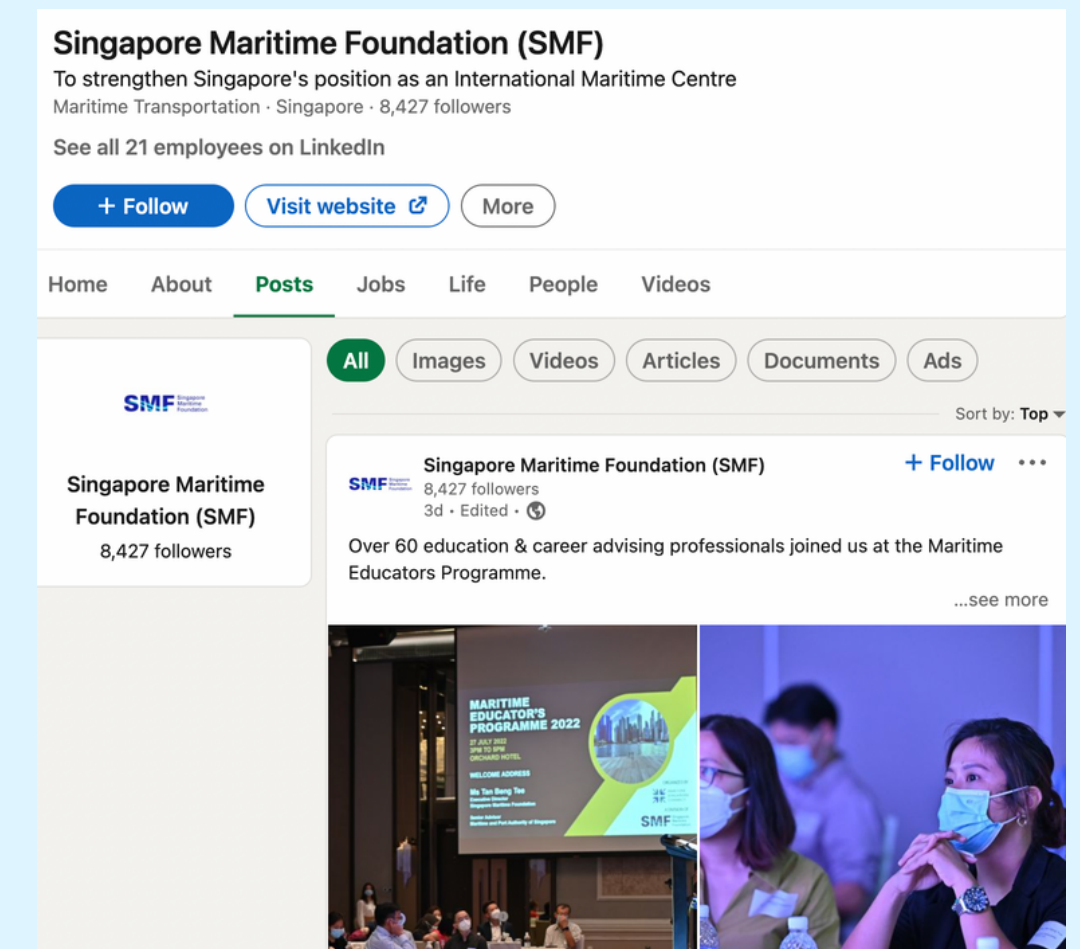
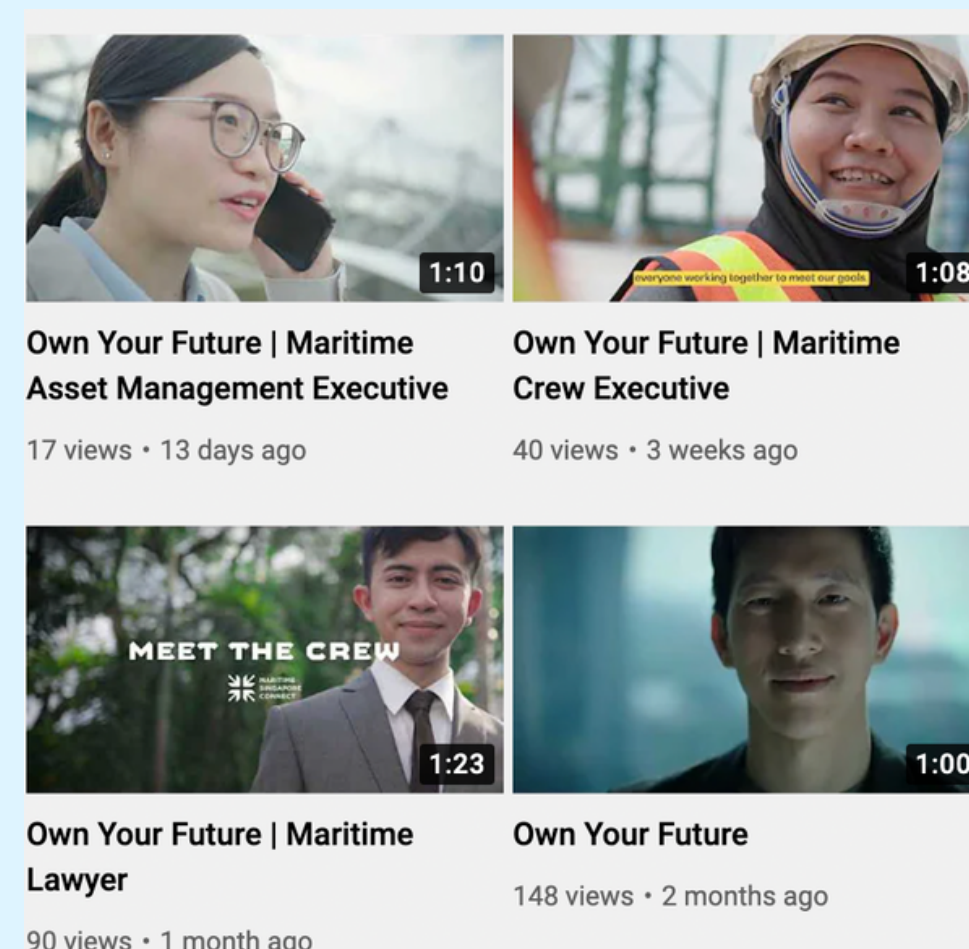
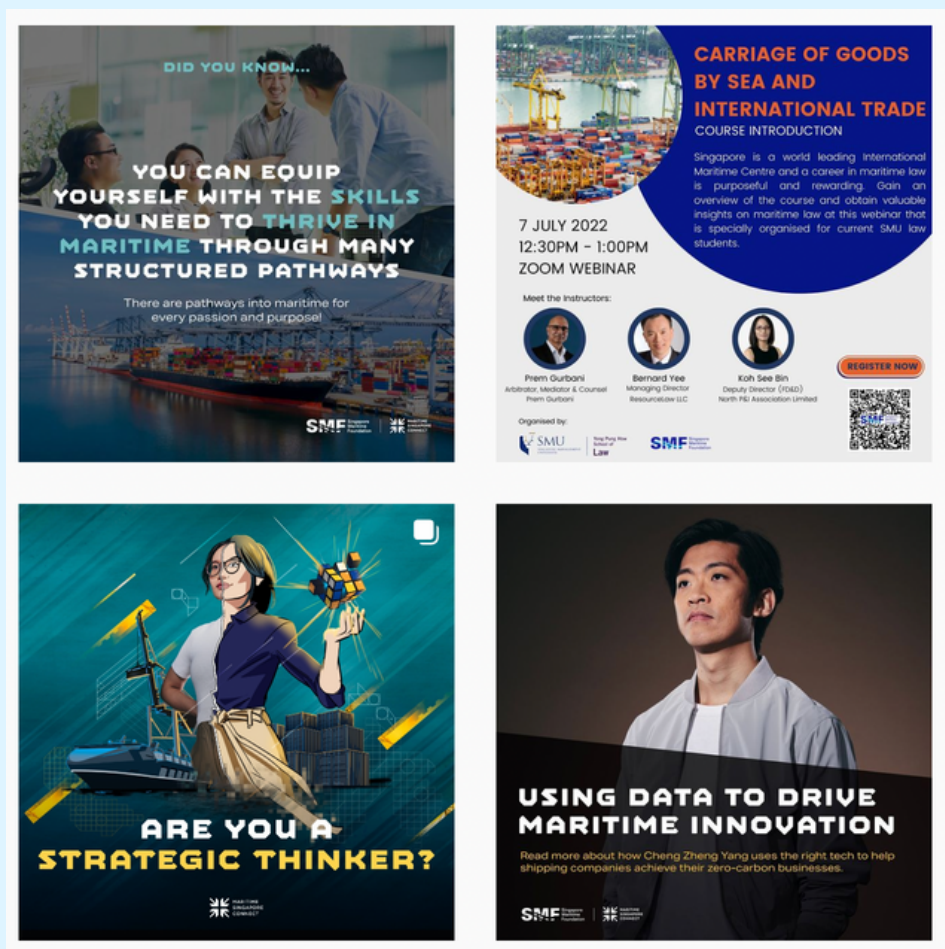
## HER GAINS

- She wants a purposeful career that creates an impact on larger scales.
- She needs a comfortable income and a job that guarantees stability
- She want to find her passion in a field that gives her the opportunity to explore a different nature of work

# EXPERIENCE MAP

WHAT KINDS OF **SEARCHABLE CONTENT** ARE AVAILABLE TO THE TARGET CONSUMER SO SHE CAN BEGIN TO EDUCATE HERSELF ABOUT THE MARITIME INDUSTRY?

WHAT **QUESTIONS** ARE ANSWERED? HOW WILL THAT CONTENT BE CRAFTED TO BE **INTERESTING AND USEFUL/RELEVANT** TO THE CONSUMER'S **PROBLEMS**?



@maritimesgconnect Instagram page that features past events and insights about the Maritime Industry

Sydney is able to watch videos about SMF's past events and short-form videos about jobs in the maritime industry, through Youtube.

Through SMF's LinkedIn page, Sydney will be able to look for job opportunities and more about the careers offered in Maritime.



# EXPERIENCE MAP

WHAT DOES THE CONSUMER **NEED TO KNOW** IN ORDER TO MAKE  
AN INFORMED DECISION TO JOIN THE MARITIME INDUSTRY?



**She will need to know and be more informed about the different opportunities that the Maritime industry can offer**



**She will also need to understand the potential challenges that entering the industry can pose for her**



**She needs to understand and be aware of the misconceptions that have been addressed through this campaign**



# EXPERIENCE MAP

WHAT DOES SHE NEED TO **BELIEVE AND EXPERIENCE** IN ORDER TO  
BE **DELIGHTED** TO JOIN THE MARITIME INDUSTRY?



**She believes that her future job should provide stability and promise.**



**She knows that her skills acquired while taking her business degree is transferable to the maritime industry.**



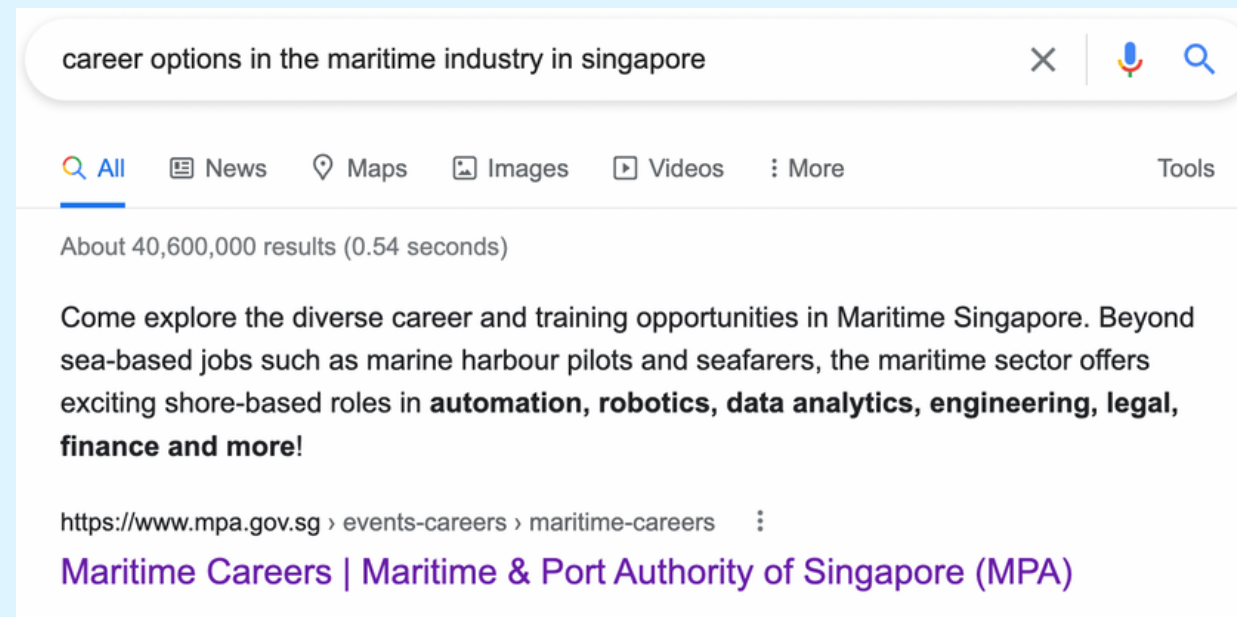
**She needs to believe in her potential to be able to succeed in a career in maritime even without prior experience**

# EXPERIENCE MAP

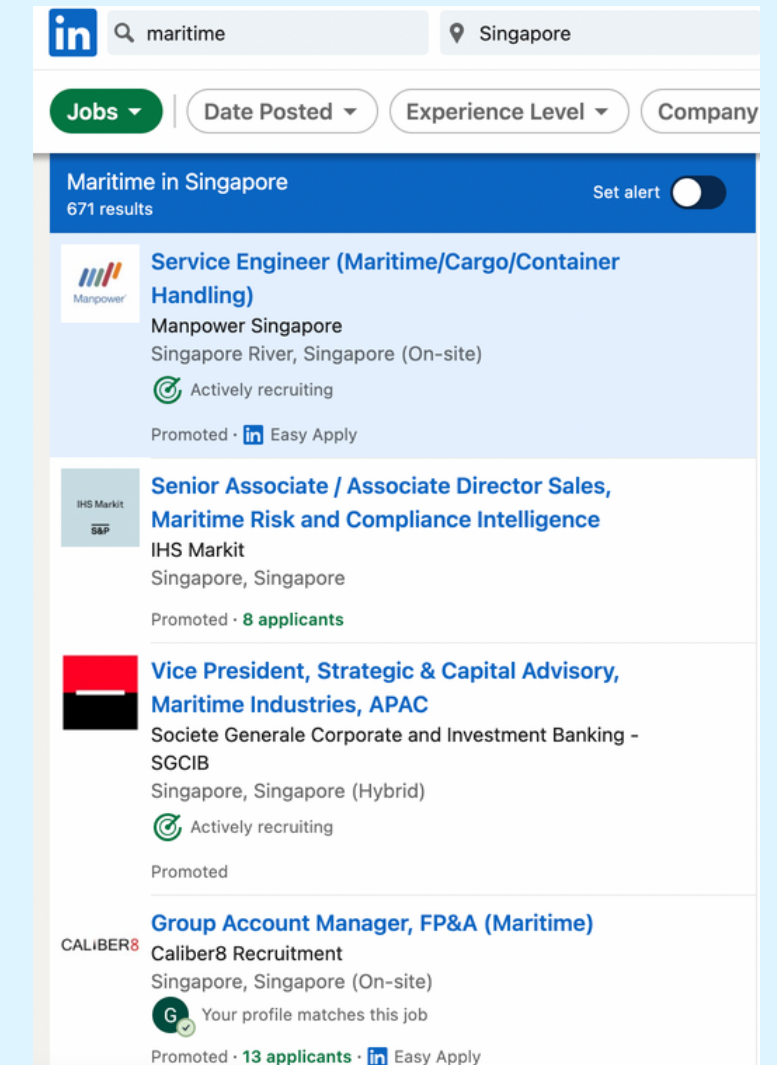
WHAT DOES THE ACTUAL APPLICATION EXPERIENCE LOOK LIKE?



She googles 'maritime foundations' in Singapore



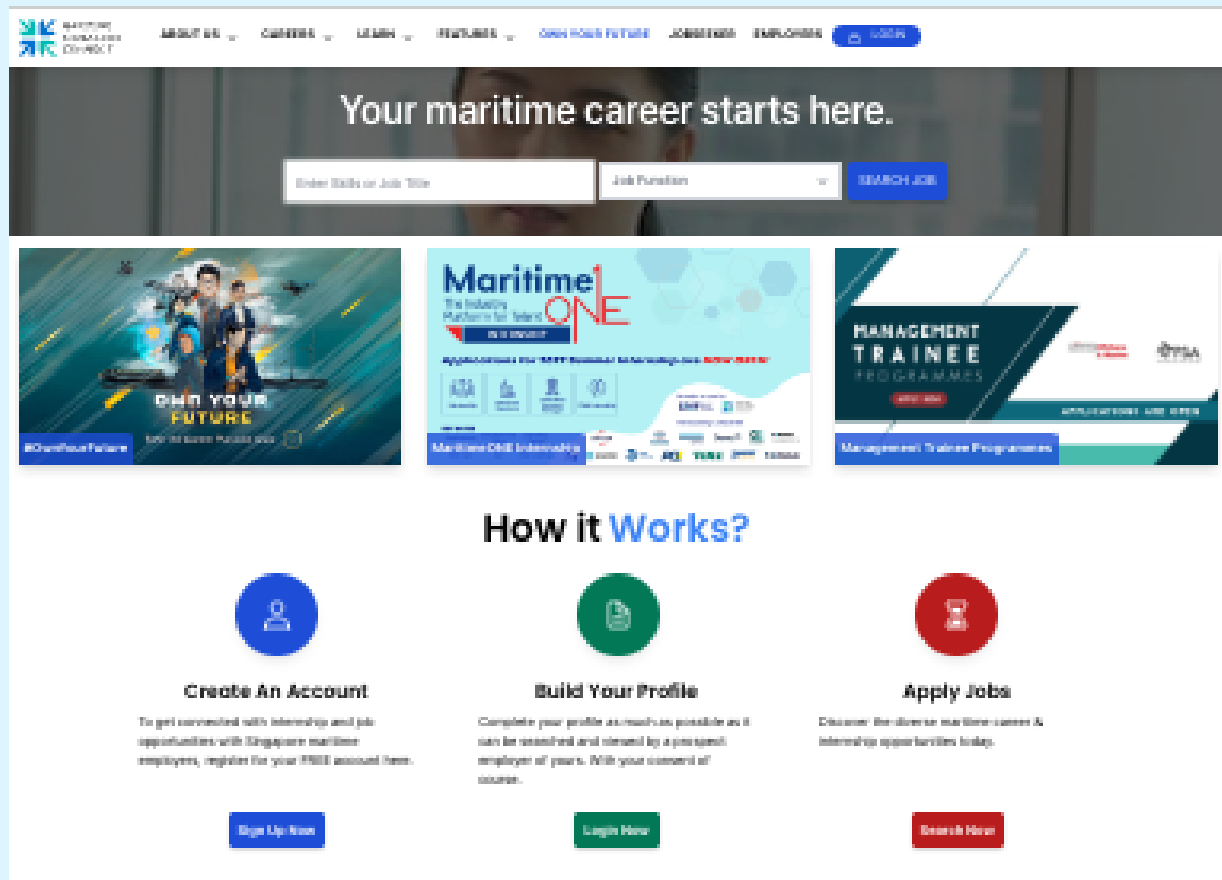
She then looks up career options in the maritime industry from multiple sites



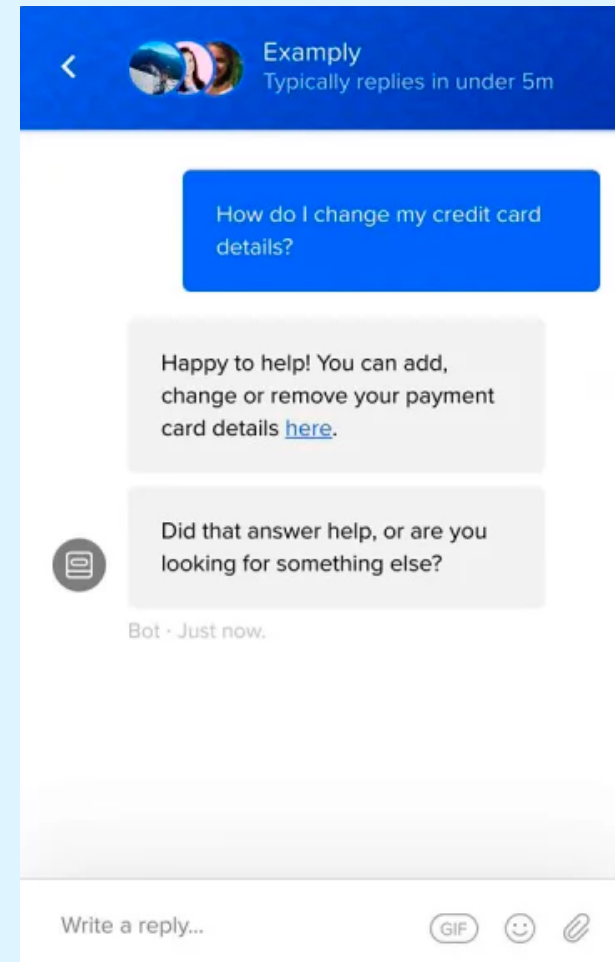
She applies for a job for the Maritime industry using LinkedIn

# EXPERIENCE MAP

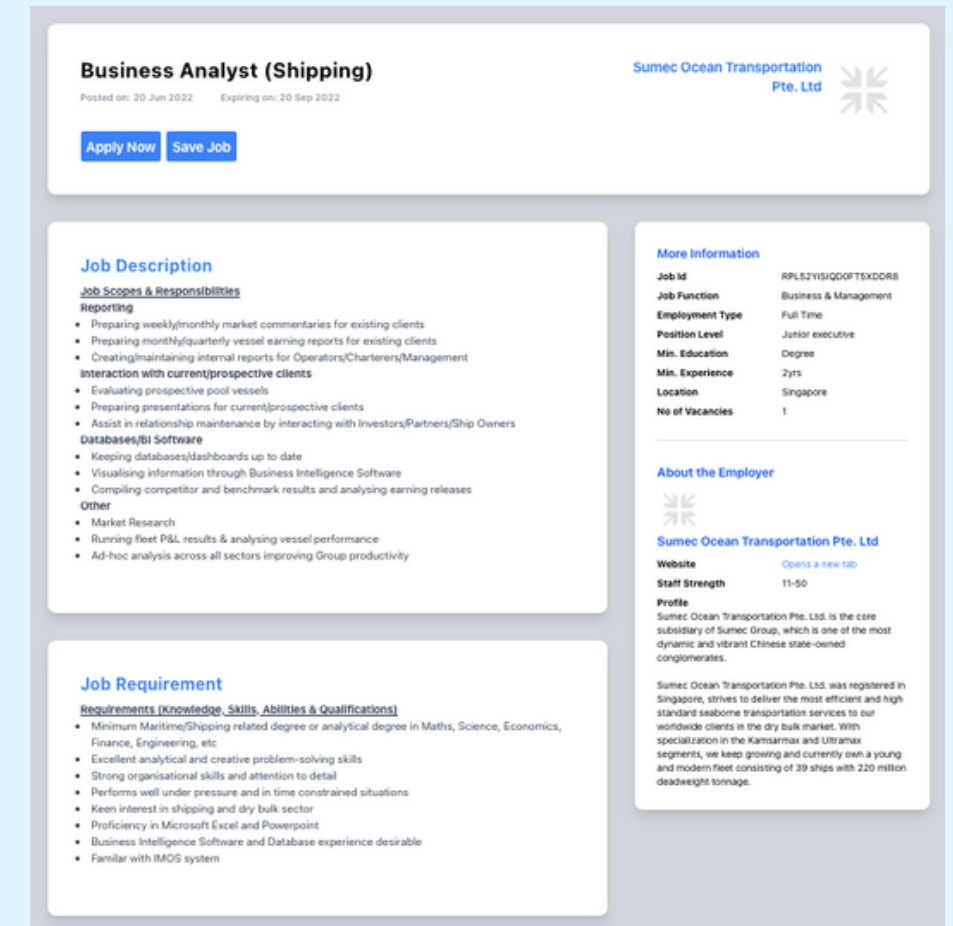
HOW COULD THAT PROCESS BE MADE SIMPLER AND MORE ENJOYABLE?



Bring about awareness to the Maritime Singapore Connect website



Implement Help Bots in the website to assist with user queries



Allow users to find the job listing suited for them and apply for aspired job with ease



# EXPERIENCE MAP

WHAT HAPPENS IMMEDIATELY AFTER SHE JOINS THE INDUSTRY?  
WHAT IS THE PLAN FOR STAYING IN TOUCH WITH THIS NEW CUSTOMER?

## AFTER SHE JOINS THE INDUSTRY:



**As she joined the industry without prior experience, there will be a mentor who guides her through her job for the first few weeks.**

## STAYING IN TOUCH:



- **She will be given an employee feedback form, which will contain questions regarding her learning points and struggles ever since she joined the company**
- **Mentor will check on her progress**

# EXPERIENCE MAP

HOW DOES A **DELIGHTED CUSTOMER** FIND OUT HOW TO REFER YOU TO OTHERS?



#maritime

#securefuture

#plantyourgoalsssmf

**Shareable social media posts & messages**  
→ **Instagram DM, Telegram, Youtube links**

**Create our own campaign hashtag,**  
**along with some generic hashtags**



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# CONTENT COLLATERALS





# BRAND STORY

Sophie was in **the business industry**. Although she did her job well, she felt like there was **something lacking**. Sophie was very connected to her Ahma (grandmother) who was her person of comfort and security.

While trying to buy for her Ahma a birthday present, Sophie's experience with delayed shipping because of the pandemic piqued her interest in the maritime industry. As she was tasked to work with a client from the maritime industry, she learned more about the industry and eventually decided to switch her career.

She landed a role in the Maritime industry. Even though Sophie did not manage to get her Ahma a present, Ahma was **pleased that Sophie has found purpose in her job**. Sophie was finally content with her passion and career path. Sophie is now able to do what she loves, **knowing what she does has an impact on a larger scale**. To Ahma, that is the best birthday present she could ask for.

**Mediums:**

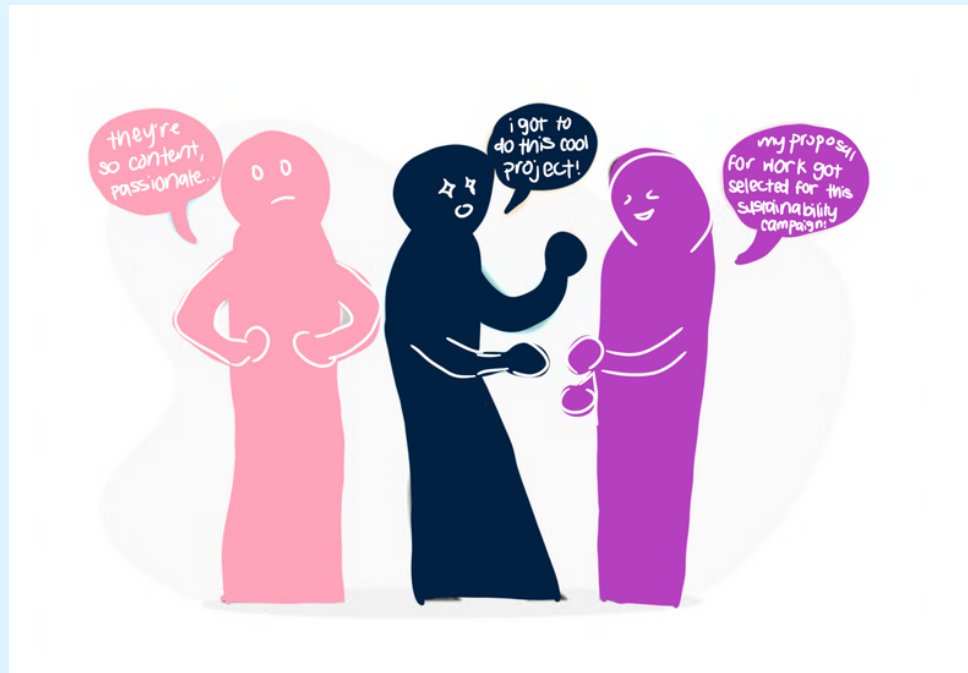




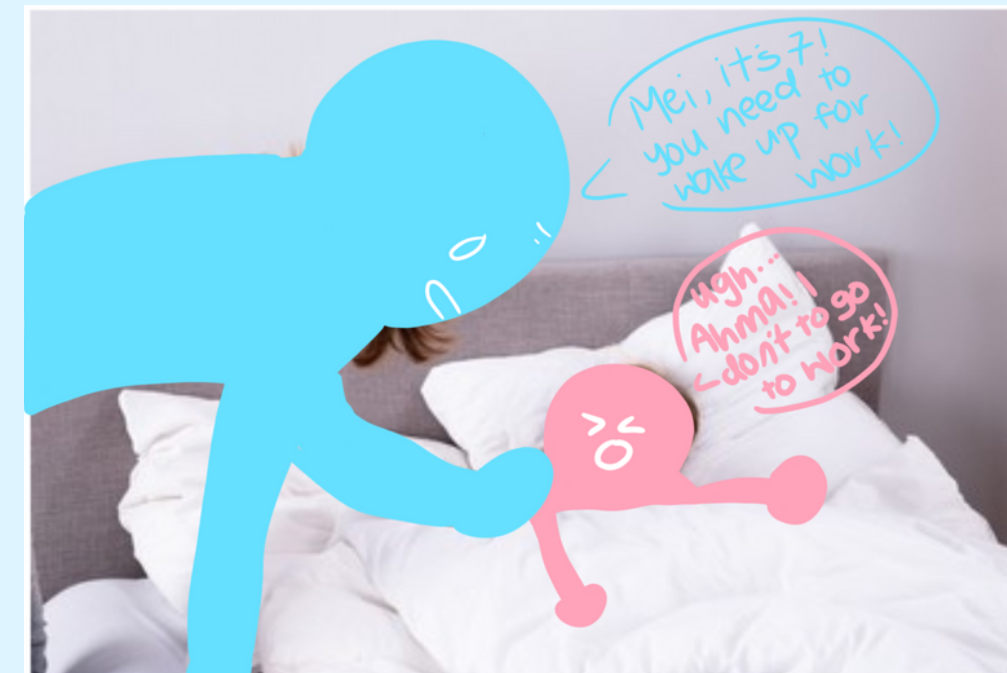
A young girl, Sophie, has a very supportive family. Her parents always want her to enjoy what she does.



Although she did her job well, she felt like there was something lacking. She was not fully content.

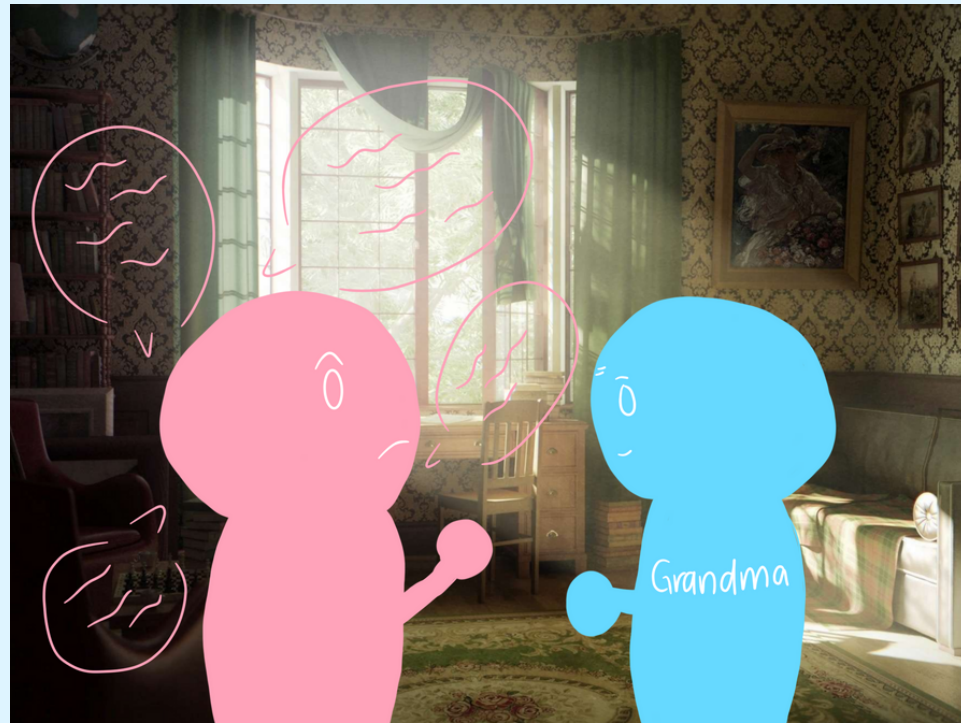


She occasionally meets up with her cousins, Nathan and Rachel. They constantly talk about their jobs with content and passion.

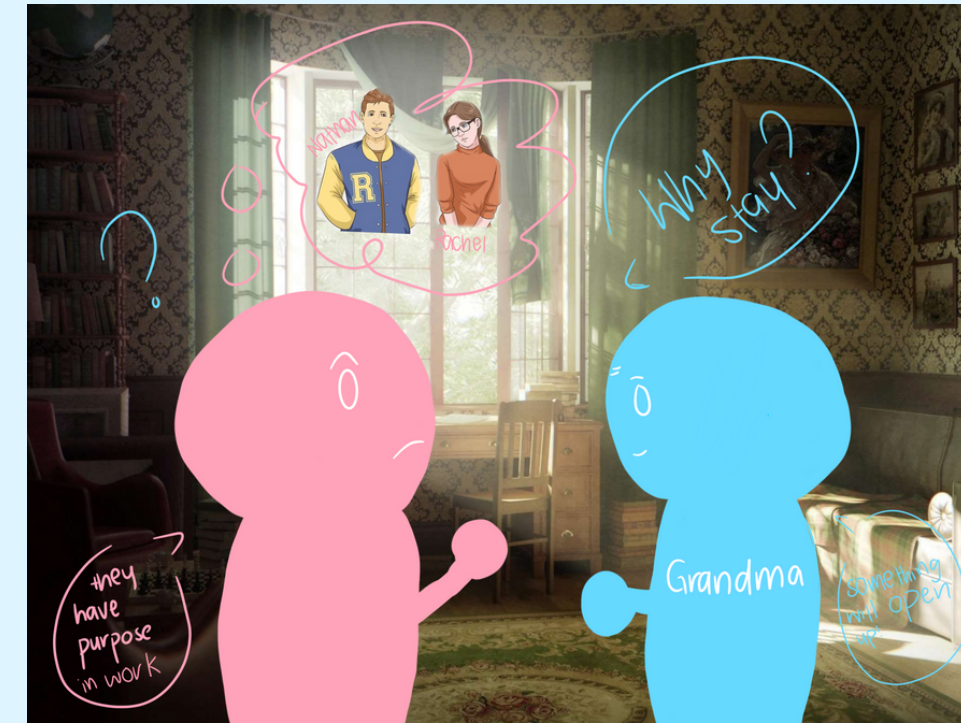


Everyday she would dread to go to work. To Sophie, she couldn't feel the purpose anymore.





Sophie was very connected to her Ahma. Every weekend, she would visit her Ahma, where she would rant and complain about her worries



One day Ahma questioned her. “Then why are you still working there? Go and do something fulfilling. Ahma will support you no matter what!”

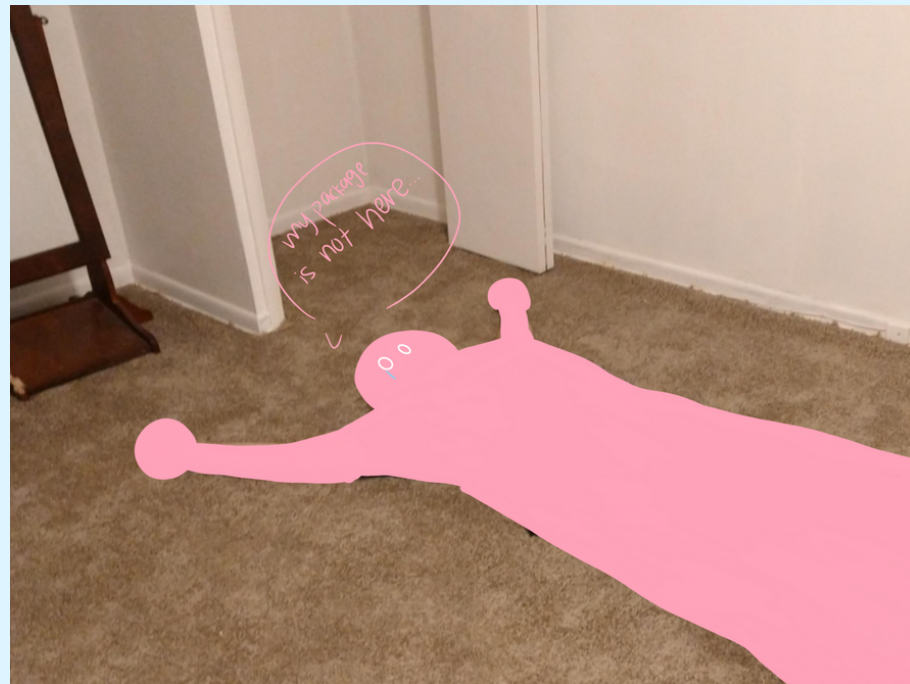


Weeks pass and Ahma’s birthday came around. She decides to order a gift online that required overseas shipping. She was in high expectations that Ahma would like the gift.



However, this happened when the pandemic peaked. This caused prices to spike and shipping services to slow down tremendously





Unfortunately, Sophie was unable to receive the present in time



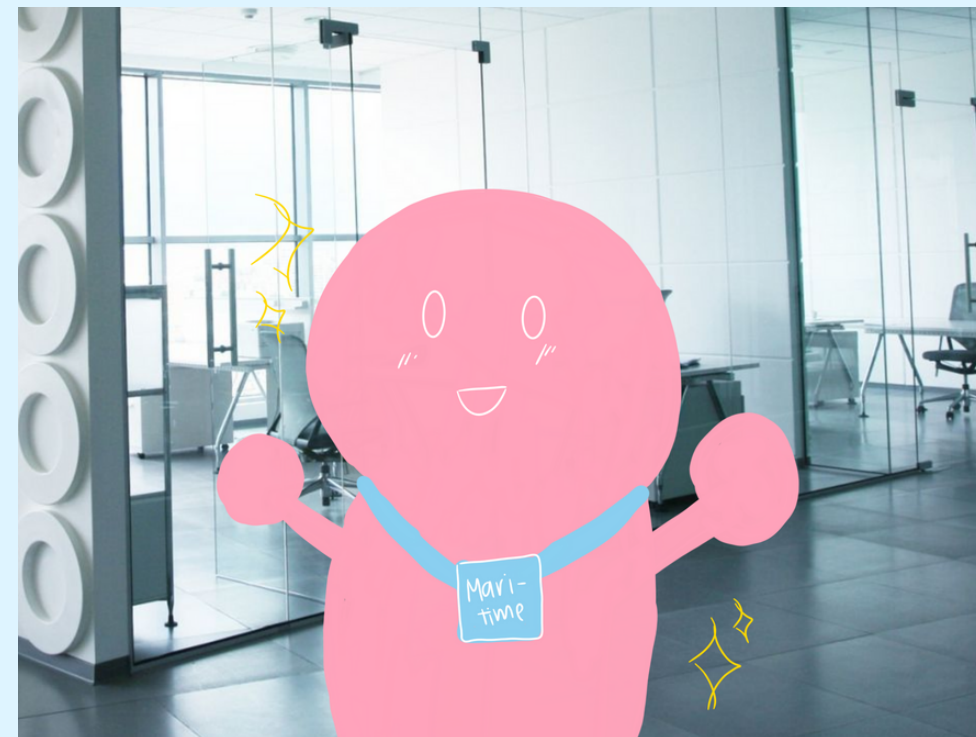
Curious, she reached out to her colleagues. She learned about the issue of how the maritime industry is currently impacted by the pandemic



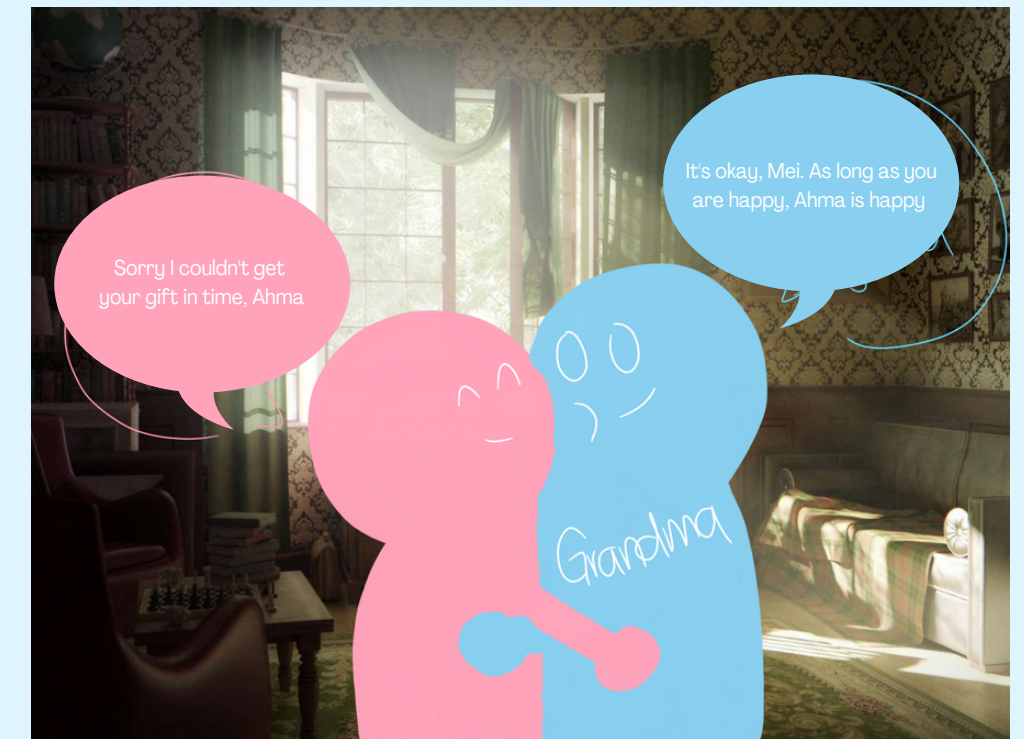
She was tasked to liaise with a maritime company as her client. She had to do research about the maritime industry which in return, had also piqued her interest.



She slowly realised how her current expertise can help to contribute to Maritime in Singapore, a crucial economic sector.



Eventually, she decided to switch her career, landing a role in the Maritime industry



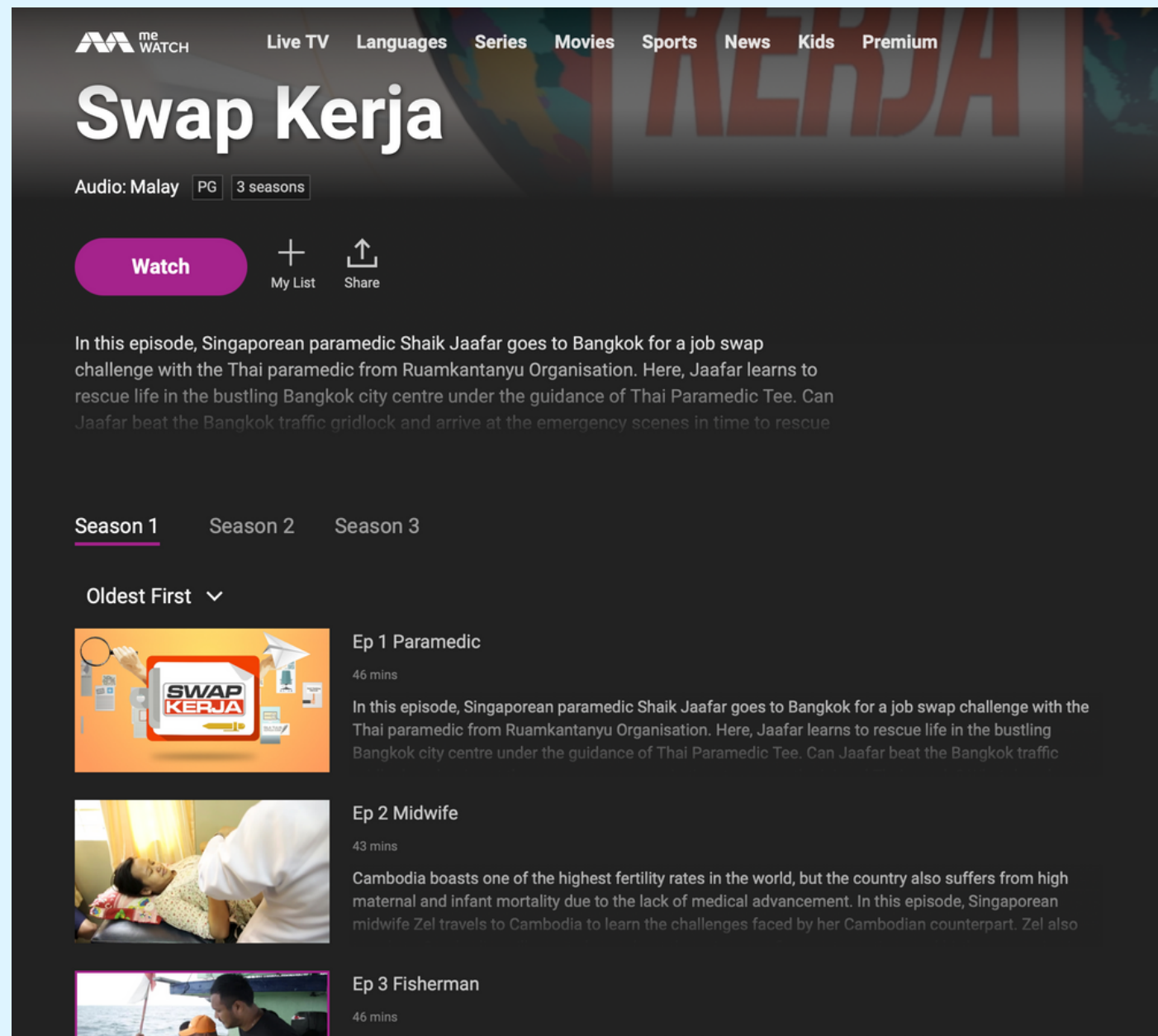
Sophie is now able to do what she loves, and knowing what she does has an impact on a larger scale. To Ahma, that is the best birthday present she could ask for



# CONTENT BUCKET 2

## #JOBSWAP

### Inspiration:



- This content piece will be a short-form video.
- There will be two individuals, one from maritime and one from a different career background, where the individual from Maritime will run through their job scope and challenge the other individual to experience their job for the day.

### Objective :

To show the audience that they can join maritime with skills they already have.

### Call to action :

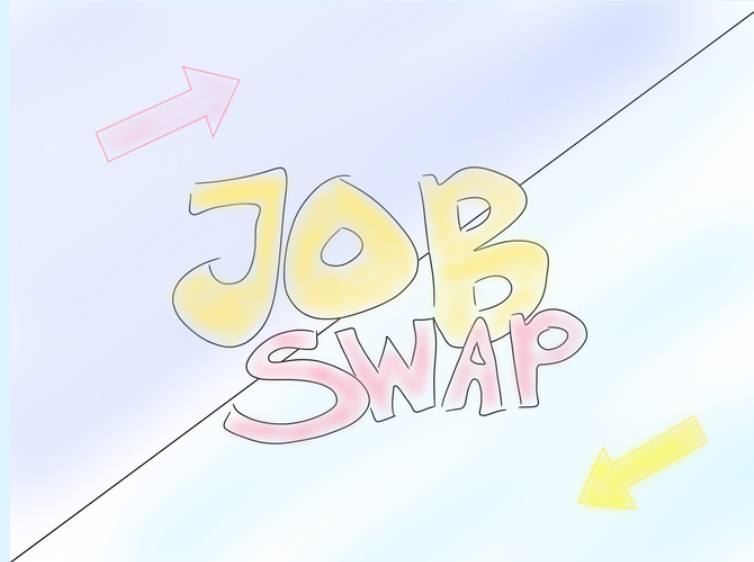
Click on the link to learn more about Maritime and the job opportunities offered

### Mediums:





# #JOBSWAP



This is the intro before the video starts



Showcase both Airplane Pilot and Ship Captain going through a day of work, showcasing their skills



Interview/host explains what they are going to do for the day



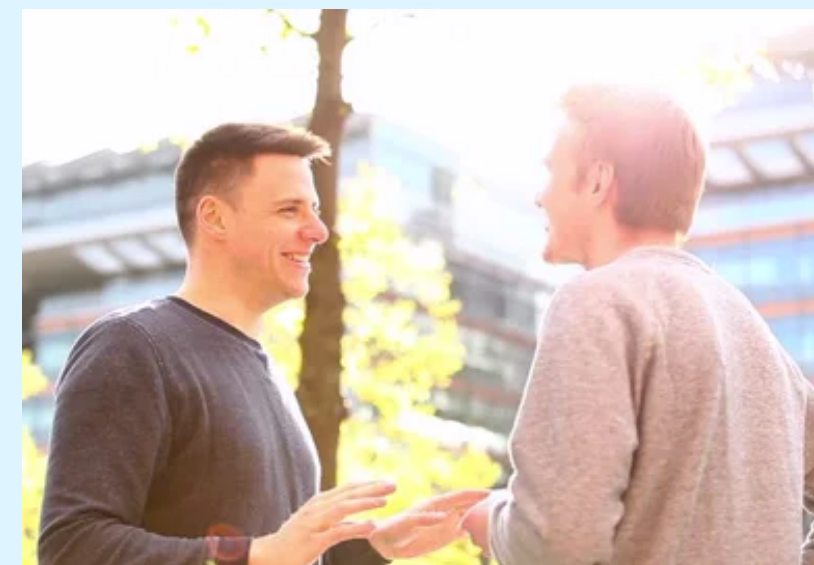
They are shocked that they have to swap jobs for a day, as they both do not have prior experience to the other job



Ship Captain guides the Airplane Pilot to handle and steer a ship simulation, Pilot struggles



The Ship Captain and the Airplane Pilot found out that they had similar skillsets like the level of responsibility and their navigation skills etc.



Ship Captain, Airplane Pilot and host talk about the experience and how they struggled but still managed to do it



End with suggesting the idea of transferable skills



# CONTENT BUCKET 3

## #IMADEIT

**This content bucket will post inspiring content of success stories of people in the Maritime Industry**

### **Objective :**

To show our audience that there is stability and security in the Maritime Industry for success. It will also help clear the misconceptions about the Maritime Industry and inspire people to always pursue their dreams.

### **Examples:**

- A successful woman in the industry
- Stories of people who switched careers to the Maritime industry

### **Mediums:**



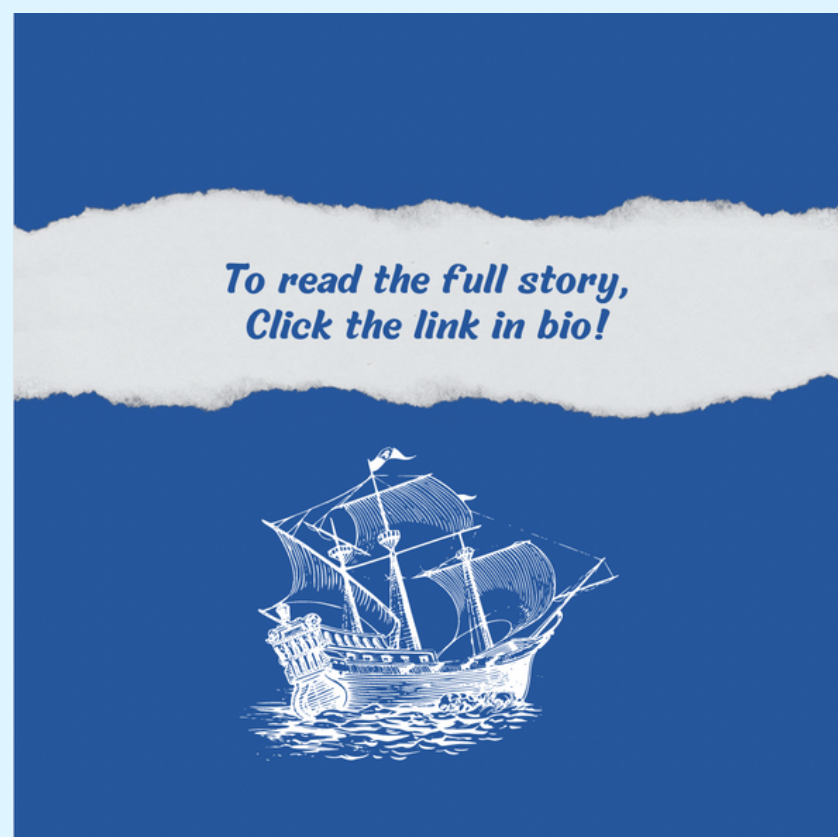


### ***It was only a few months into her role...***

as a Corporate Sales Executive, 29-year-old Nur Hidayah a job opening advertisement that immediately piqued her interest - the position of a Deck Officer at Maritime Singapore Connect.

Though she did not study anything maritime-related, having graduated with a Bachelor's Degree in Logistics, she had always been fascinated with the maritime industry; something that stemmed from her love for cruise trips that her family would go on when she was younger.

"Another reason why I wanted to join the maritime industry was because I was amazed at how it contributes to 80% of international trade. Not only has shipping been an integral part of Singapore's history, but it is also considered to be one of the most efficient and greenest forms of transportation," she says.



## Call to action:

Click the bio to read the full article on SMF's official website

slaylab.news • [Follow](#)

**slaylab.news** Starting over in a new career may be unnerving, but you will never see what lies ahead if you don't try. Hear from Nur Hidayah Binti Bohari, a 29-year-old ex-Corporate Sales Executive, who is loving her career switch to the maritime industry.

To read the full story, click the link in bio.

: Singapore Maritime Foundation

[#careerswitch](#) [#maritime](#) [#success](#) [#stories](#) [#singapore](#) [#smf](#)

57s

Be the first to like this

58 SECONDS AGO

Add a comment... [Post](#)



# CONTENT BUCKET 4

#WITHOUTMARITIME

**This content bucket consists of a series of Instagram infographics with photos and data to show the importance of the maritime industry.**

## **Objective :**

To show our audience the importance of the maritime industry, how the world needs the maritime industry to keep going

## **Call To Action:**

Click on the article to view potential career opportunities in Maritime.

## **Examples:**

- Singapore's economy will suffer a loss
- No shipment of packages
- No cruises - lack of entertainment & leisure

## **Mediums:**



# CONTENT BUCKET 5

## LIFE AFTER GRADUATION 101

**This content bucket contains a series of helpful articles regarding life after graduation.**

**Objective :**

To help our younger audience with their futures regarding their career as many would be unsure what to do after graduation.

**Call to action:**

Click on the article to view potential career opportunities in Maritime.

**Examples:**

- How to prepare for a job interview
- How to do an elevator pitch
- Things you should know about being an intern

**Mediums:**

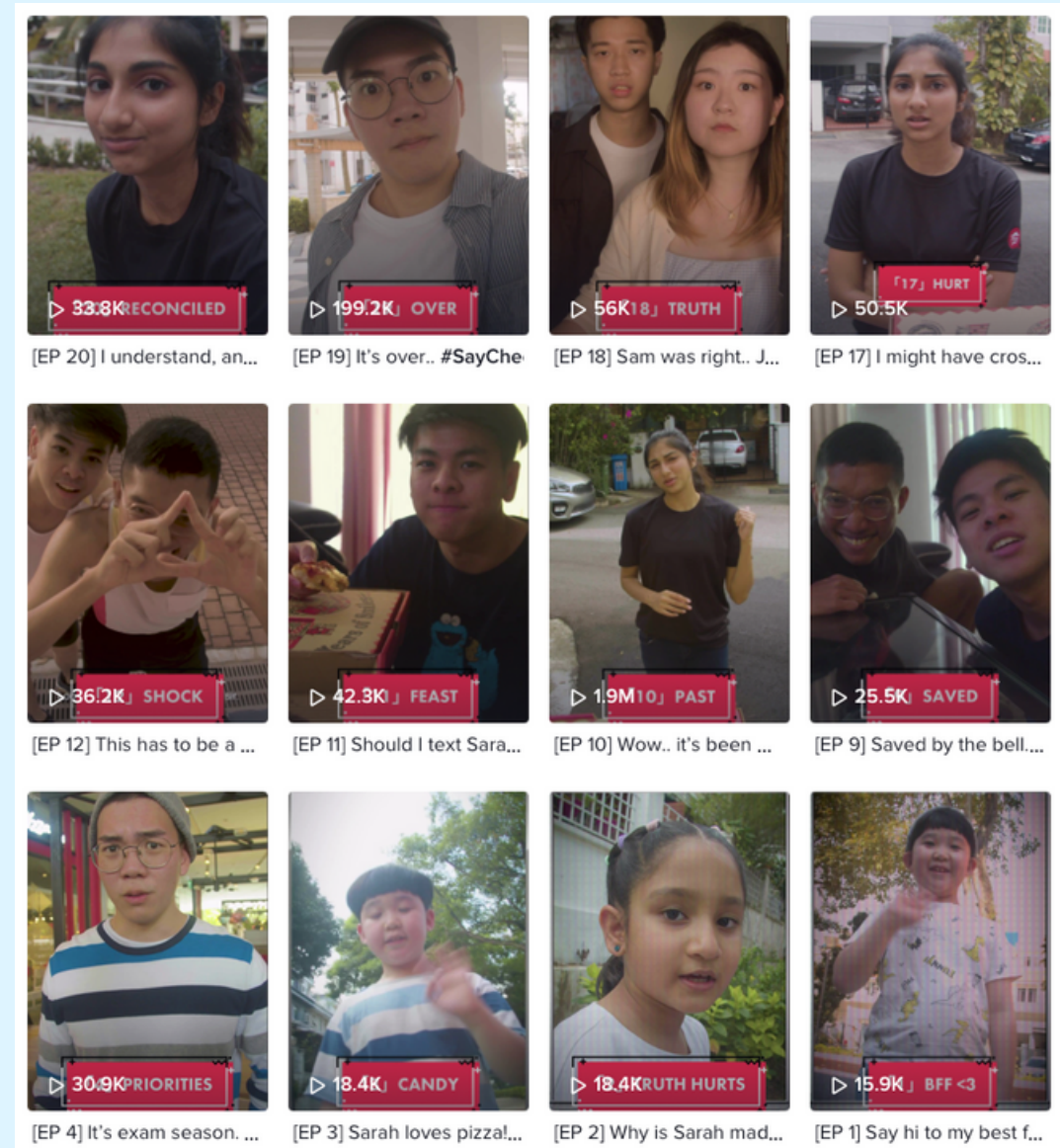




# CONTENT BUCKET 6

## BRAND STORY+ #WITHAHMA TT SERIES

### Inspiration:



**This is an extension of our Brand Story where the entire story will follow the relationship between Sophie and her grandmother from when she was a child.**

The videos will portray how the grandmother is always very supportive of Sophie in her decisions, when she received her grades, when she was entering poly and when she entered university.

- A 12 episode tik tok series
- Soft sell approach, to build good relations with our target audience

### Objective :

To make Singapore Maritime Foundation noticed on Singaporeans' Tik Tok pages to increase awareness about the industry and brand.

### Medium:





# #WITHAHMA EP 1



Sophie opens a folder n  
her desktop that consists  
of her old vlogs



Sophie introduces herself  
in her vlog  
"hello im sophie"



Sophie introduces her  
ahma in her vlog  
"this is my ahma, ahma say  
hi"



Sophie vlogs her and her  
grandma cooking together  
in the kitchen



Sophie's grandma feeding  
Sophie at the dining table



After eating, Sophie asks  
"ahma next time when i  
grow up i want to be like  
mummy and daddy"



Her Ahma replied "cannnn,  
you can be anything you  
want. you want to earn a lot  
of money in business is it "



"Yes! Just like  
mummy and daddy"



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# PROPOSED CONTENT CALENDAR





# AUGUST 2022

Week	WK 1 AUG	WK 2 AUG	WK 3 AUG	WK 4 AUG
Content idea	<p>1. <b>Brand Story video</b> to kick off the campaign</p> <p>2. Launch SMF's Reddit account</p>	<p>1. <b>#worldwithoutmaritime</b> post with caption (News angle: Singapore's economy will weaken)</p> <p>2. "Happy National Day" Interactive post</p>	<p>1. Launch SMF Tik Tok and upload 2 TikTok videos of <b>#withahma</b> (episode 1 &amp; 2)</p> <p>2. Article on <b>"Life after graduation 101"</b> &gt;How to choose your career</p>	<p><b>#imadeit Success story art</b> article post with caption (Nur Hidayah binte Bohari )</p>
Format	<p>[1] SMF's Tik Tok, Youtube Instagram(Reel) Facebook post</p> <p>[2] Reddit</p>	<p>[1]SMF's Instagram post, Facebook post, LinkedIn, Telegram</p> <p>[2] SMF's Instagram story</p>	<p>[1]SMF's Tik Tok</p> <p>[2]SMF's Telegram and LinkedIn</p>	<p>SMF's Instagram post, Facebook post, LinkedIn, Telegram</p>
Amplification channel	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>	<p>[1] Owned and earned social amplification on Tik Tok</p> <p>[2] Owned,paid and potentially earned social amplification on Instagram and LinkedIn</p>	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>



# SEPTEMBER 2022

Week	WK 1 SEP	WK 2 SEP	WK 3 SEP	WK 4 SEP
Content idea	<p>1. Video in <b>#jobswap</b> series (Pilot swapping jobs with a Ship's Captain)</p> <p>2. Reply to questions posted on Reddit by the general public about Maritime</p>	<p><b>#worldwithoutmaritime</b> post with caption (Your package has not been shipped)</p>	<p>1. Upload 2 TikTok videos of <b>#withahma</b> (episode 3 &amp; 4)</p> <p>2. Upload an article in <b>"Life after graduation 101"</b> &gt;How to prepare your elevator pitch</p>	<p>1.<b>#imadeit Success story article</b> post with caption (Jace Lee)</p> <p>2. "World Maritime Day" Interactive post</p>
Format	<p>[1] SMF's Tik Tok, Youtube Instagram(Reel) Facebook post</p> <p>[2] SMF's Reddit</p>	<p>SMF's Instagram post, Facebook post, LinkedIn, Telegram</p>	<p>[1]SMF's Tik Tok</p> <p>[2]SMF's Telegram and LinkedIn</p>	<p>[1] SMF's Instagram post, Facebook post, LinkedIn, Telegram</p> <p>[2] SMF's Instagram Story</p>
Amplification channel	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>	<p>[1] Owned and earned social amplification on Tik Tok</p> <p>[2] Owned,paid and potentially earned social amplification on Instagram and LinkedIn</p>	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>

# OCTOBER 2022

Week	WK 1 OCT	WK 2 OCT	WK 3 OCT	WK 4 OCT
Content idea	<p>1. Video in <b>#jobswap</b> series (Landscape Architect swapping jobs with a Naval Architect)</p> <p>2. Reply to questions posted on Reddit by the general public about Maritime</p>	<p><b>#worldwithoutmaritime</b> post with caption (A Car-less Singapore)</p>	<p>1. Upload 2 TikTok videos of <b>#withahma</b> (episode 5 &amp; 6)</p> <p>2. Upload an article in <b>"Life after graduation 101"</b> &gt;How to prepare your elevator pitch</p>	<p>1.<b>#imadeit Success story article</b> post with caption (Wu Yong Sheng)</p> <p>2. "Happy Deepavali" interactive Instagram post</p>
Format	<p>[1] SMF's Tik Tok, Youtube Instagram(Reel) Facebook post</p> <p>[2] SMF's Reddit</p>	<p>SMF's Instagram post, Facebook post, LinkedIn, Telegram</p>	<p>[1]SMF's Tik Tok</p> <p>[2]SMF's Telegram and LinkedIn</p>	<p>[1] SMF's Instagram post, Facebook post, LinkedIn, Telegram</p> <p>[2] SMF's Instagram story</p>
Amplification channel	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>	<p>[1] Owned and earned social amplification on Tik Tok</p> <p>[2] Owned,paid and potentially earned social amplification on Instagram and LinkedIn</p>	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>



# NOVEMBER 2022

Week	WK 1 NOV	WK 2 NOV	WK 3 NOV	WK 4 NOV
Content idea	<p>1. Video in <b>#jobswap</b> series (Business Executive swapping jobs with a Marine Project Manage)</p> <p>2. Reply to questions posted on Reddit by the general public about Maritime</p>	<p><b>#worldwithoutmaritime</b> post with caption (Fuel-less Singapore)</p>	<p>1. Upload 2 TikTok videos of <b>#withahma</b> (episode 7 &amp; 8)</p> <p>2. Upload an article in <b>“Life after graduation 101”</b> &gt; 5 Things you should know before you intern</p>	<p><b>#imadeit Success story article</b> post with caption (Ivan Wu)</p>
Format	<p>[1] SMF's Tik Tok, Youtube Instagram(Reel) Facebook post</p> <p>[2] SMF's Reddit</p>	<p>SMF's Instagram post, Facebook post, LinkedIn, Telegram</p>	<p>[1]SMF's Tik Tok</p> <p>[2]SMF's Telegram and LinkedIn</p>	<p>SMF's Instagram post, Facebook post, LinkedIn, Telegram</p>
Amplification channel	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>	<p>[1] Owned and earned social amplification on Tik Tok</p> <p>[2] Owned, paid and potentially earned social amplification on Instagram and LinkedIn</p>	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>

# DECEMBER 2022

Week	WK 1 DEC	WK 2 DEC	WK 3 DEC	WK 4 DEC
Content idea	<p>1.Video in <b>#jobswap</b> series (Police Detective swapping jobs with a Maritime Lawyer)</p> <p>2. Reply to questions posted on Reddit by the general public about Maritime</p>	<p><b>#worldwithoutmaritime</b> post with caption (A Meatless Singapore - tbc)</p>	<p>1. Upload 2 TikTok videos of <b>#withahma</b> (episode 9 &amp; 10)</p> <p>2. Upload an article in <b>"Life after graduation 101"</b> &gt;How to beef up your portfolio</p>	<p>1.<b>#imadeit Success story article</b> post with caption (Ms Eunice Lim)</p> <p>2. "Merry Christmas" interactive Instagram post</p>
Format	<p>[1] SMF's Tik Tok, Youtube Instagram(Reel) Facebook post</p> <p>[2] SMF's Reddit</p>	<p>SMF's Instagram post, Facebook post, LinkedIn, Telegram</p>	<p>[1]SMF's Tik Tok</p> <p>[2]SMF's Telegram and LinkedIn</p>	<p>[1] SMF's Instagram post, Facebook post, LinkedIn, Telegram</p> <p>[2] SMF's Instagram story</p>
Amplification channel	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>	<p>[1] Owned and earned social amplification on Tik Tok</p> <p>[2] Owned,paid and potentially earned social amplification on Instagram and LinkedIn</p>	<p>Owned, paid and potentially earned social amplification on Instagram, Facebook and LinkedIn</p>



# JANUARY 2023

Week	WK 1 JAN	WK 2 JAN	WK 3 JAN	WK 4 JAN
Content idea	<p>1.Video in <b>#jobswap</b> series (Video Production Crew swapping jobs with a Seafarer)</p> <p>2. "Happy New Year" Interactive post</p> <p>3. Reply to questions posted on Reddit by the general public about Maritime</p>	<p><b>#worldwithoutmaritime</b> post with caption (no cruises - lack of entertainment &amp; leisure)</p>	<p>1. Upload 2 TikTok videos of <b>#withahma</b> (episode 11 &amp; 12)</p> <p>2. Upload an article in <b>“Life after graduation 101”</b> &gt;How to network</p>	<p><b>#imade it Success story article</b> post with caption (Mr Mervin Yeo Tze Kang)</p>
Format	<p>[1]SMF's Tik Tok, Youtube Instagram(Reel) Facebook post</p> <p>[2] SMF's Instagram story</p> <p>[3] SMF's Reddit</p>	<p>SMF's Instagram post, Facebook post, LinkedIn, Telegram</p>	<p>[1]SMF's Tik Tok</p> <p>[2]SMF's Telegram and LinkedIn</p>	<p>SMF's Instagram post, Facebook post, LinkedIn, Telegram</p>
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# KEY METRICS

MONITORING OUR PROGRESS

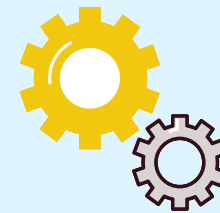


# TARGET AND EVALUATION METHOD -INSTAGRAM



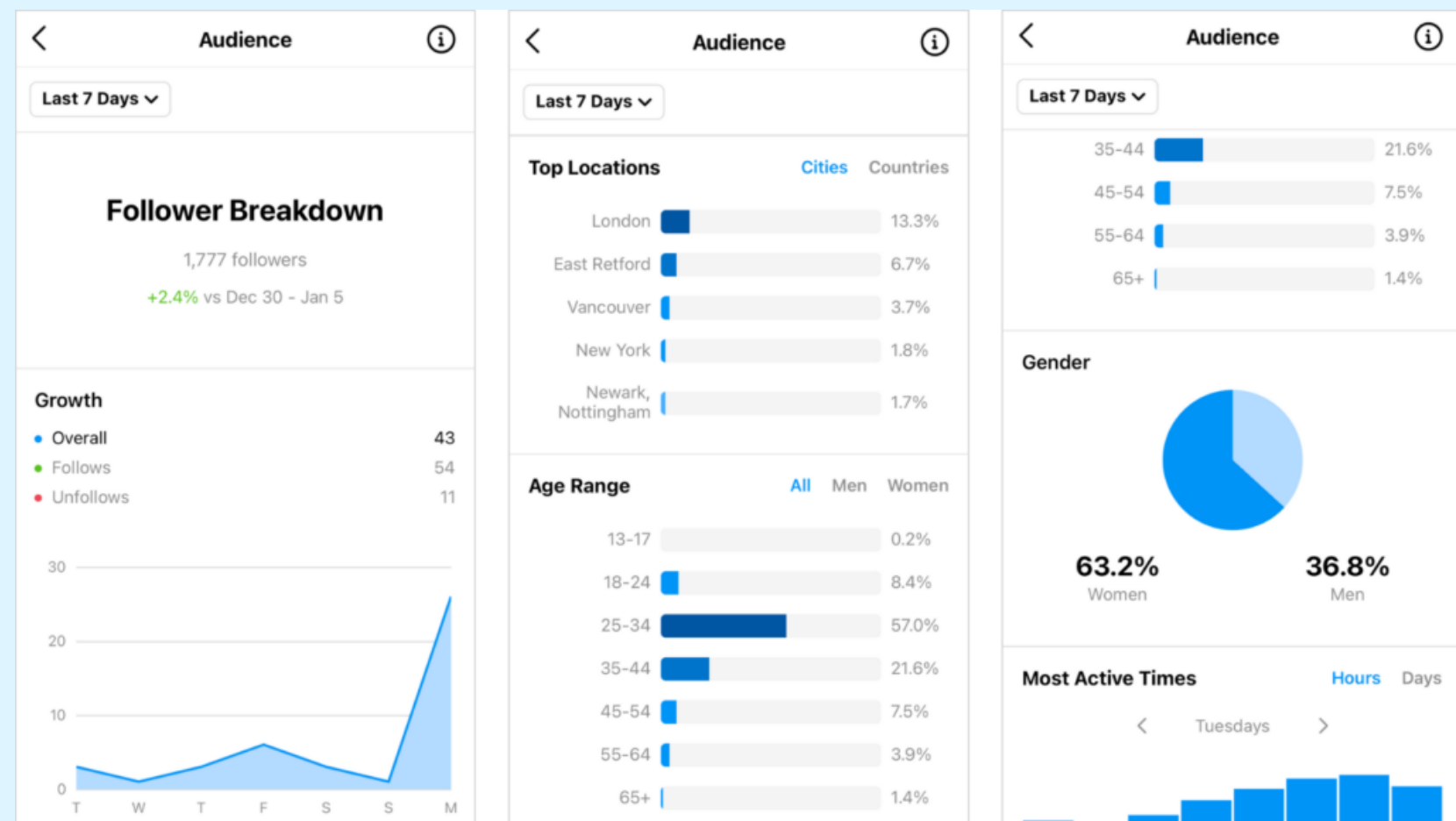
## INSTAGRAM

- Growth in followers: 750
- Per post:
  - 200 likes
  - 15 shares
- 200 uploads for our hashtags



## TOOLS

Instagram analytics to check the interactivity with each post and to check the number of people who used the hashtag

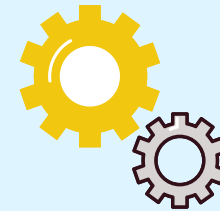


# TARGET AND EVALUATION METHOD –FACEBOOK



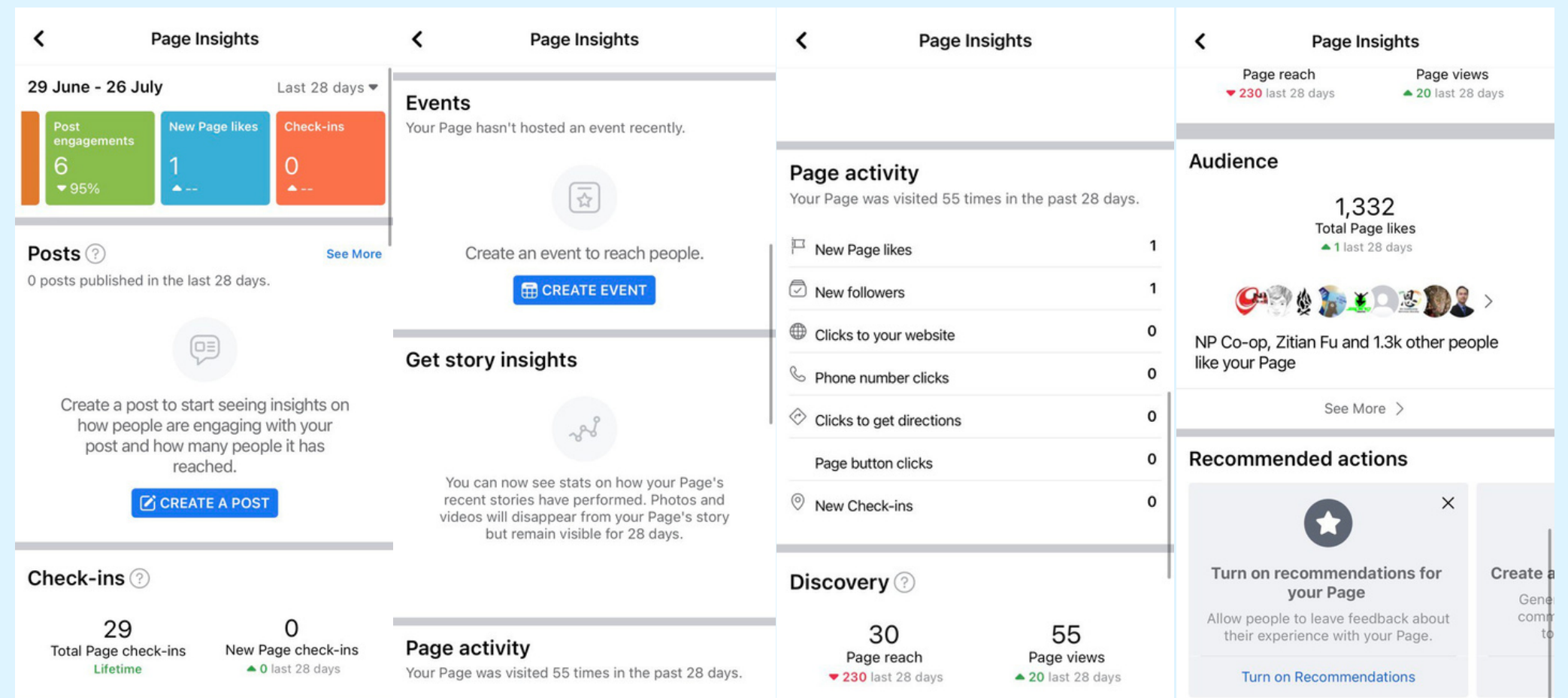
**FACEBOOK**

- Growth in followers: 1100
- Per post
  - 100 likes
- 200 uploads using our hashtags



## TOOLS

Facebook Analytics to keep track of the number of likes and impressions, and from comments to see the response from consumers about each content



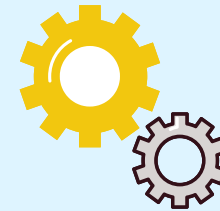


# TARGET AND EVALUATION METHOD - YOUTUBE



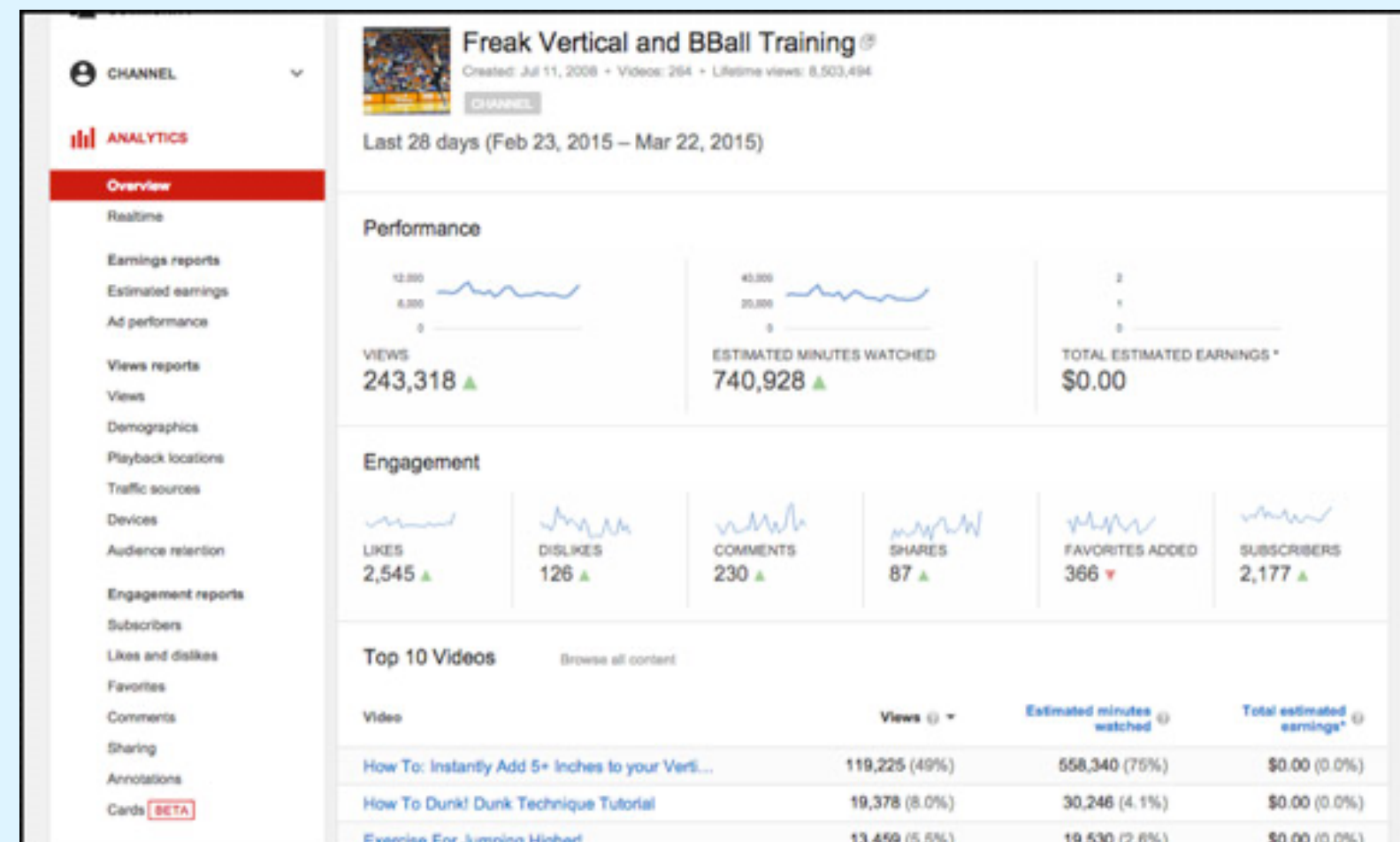
**YOUTUBE**

- Growth of subscribers: 100
- Per video:
  - 20 likes
  - 3,000 views



**TOOLS**

Youtube analytics to check the number of likes and views and look at comments that our audience have about our stories

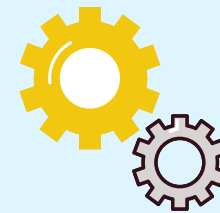


# TARGET AND EVALUATION METHOD -TIK TOK



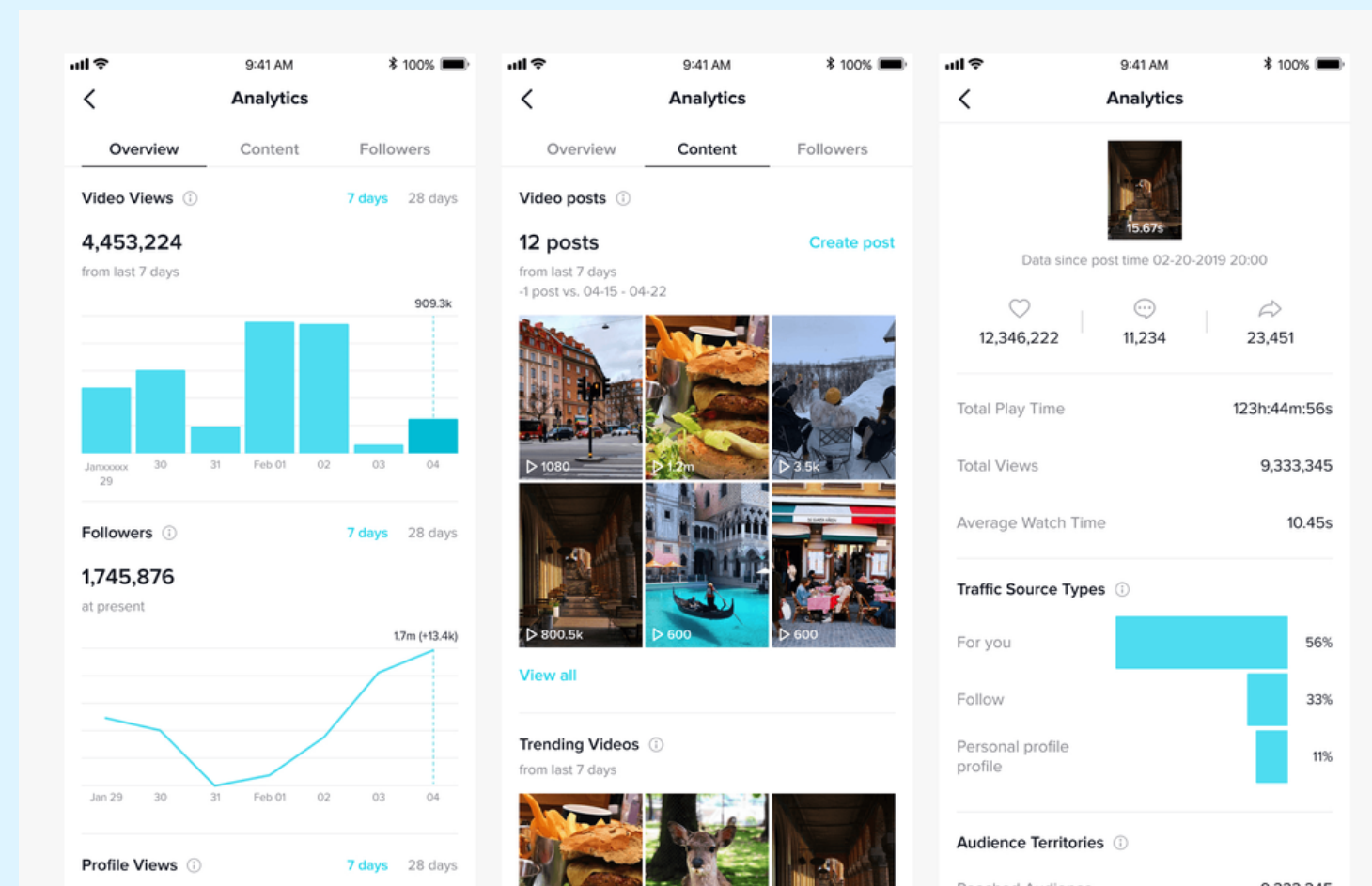
TIKTOK

- Growth in followers from 0 to 500
- Number of views for each **#jobswap** video to reach 10,000
- Number of views for each **#withahma** to reach 20,000
- Per post:
  - 500 likes and 600 likes respectively



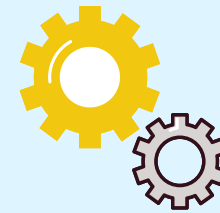
TOOLS

Tracking of engagement (likes, comments, saves, reshares) on Tik Tok Video Ad via TikTok followers/profile/video analytics





# TARGET AND EVALUATION METHOD -LINKEDIN



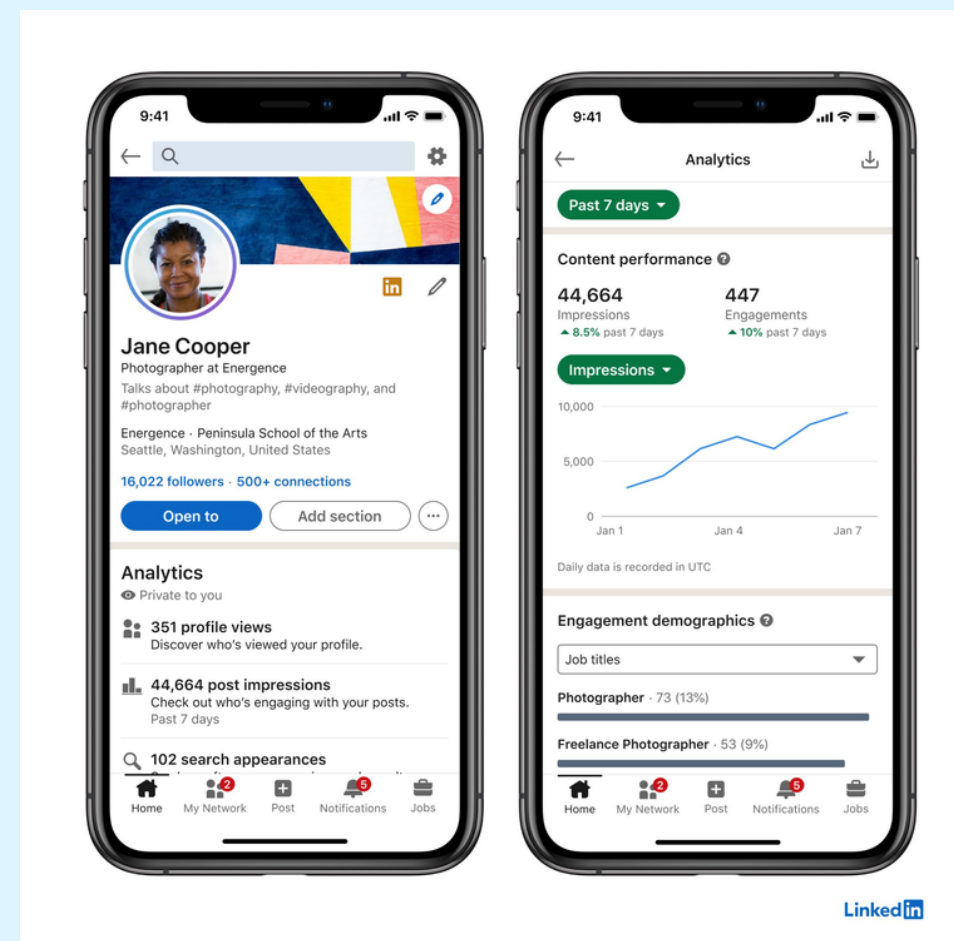
## TOOLS



## LINKEDIN

- 100,000 unique impressions of SMF's LinkedIn account
- Per post:
  - 200 likes
  - 20 shares

LinkedIn Analytics to measure the ROI of the posts, overlook the likes and shares and see how the content can better cater to consumers

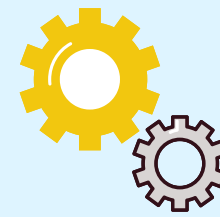


# TARGET AND EVALUATION METHOD -TELEGRAM



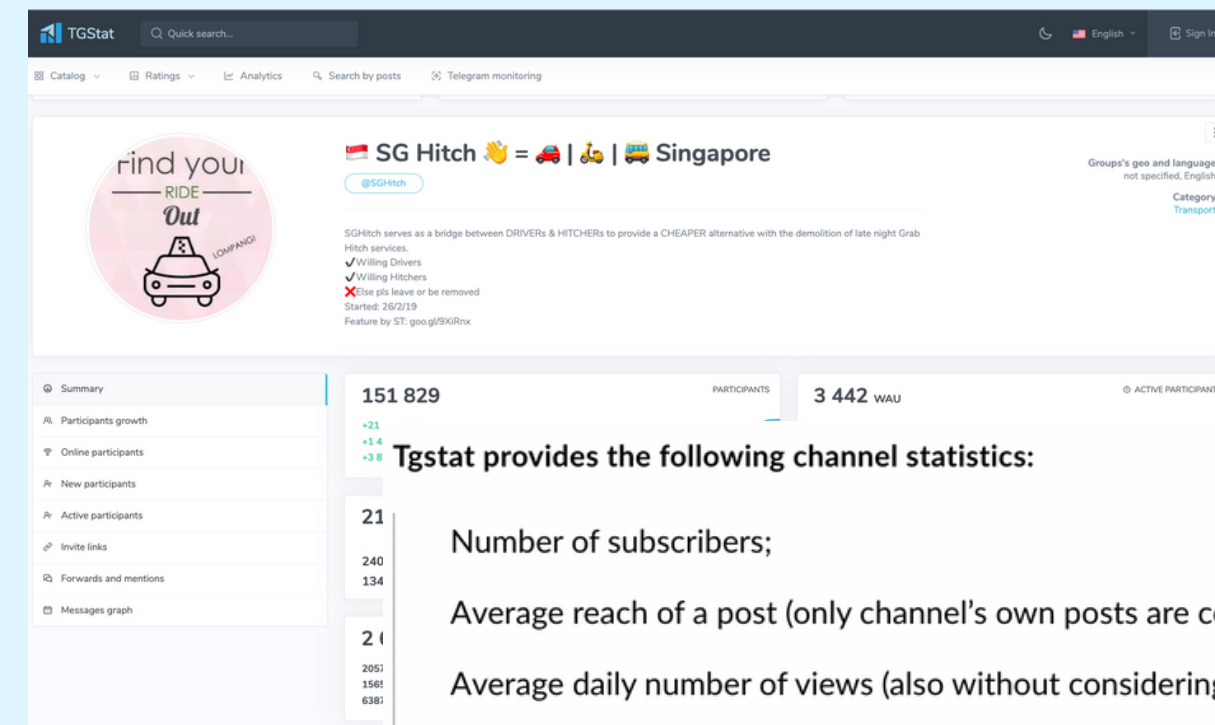
**TELEGRAM**

- Growth in subscribers: 1300
- Per post:
  - 1,000 views
  - 20 forwards



**TOOLS**

TGStat -- Track subscriber growth

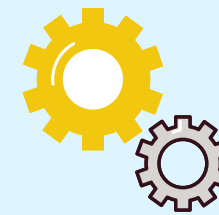


Tgstat provides the following channel statistics:

- Number of subscribers;
- Average reach of a post (only channel's own posts are considered, without shares);
- Average daily number of views (also without considering shares);
- Number of shares: how many times other channels participating in the rating shared channel's posts;
- Number of mentions: how many times other public channels from the rating mentioned the channel under consideration;
- Daily posting frequency.



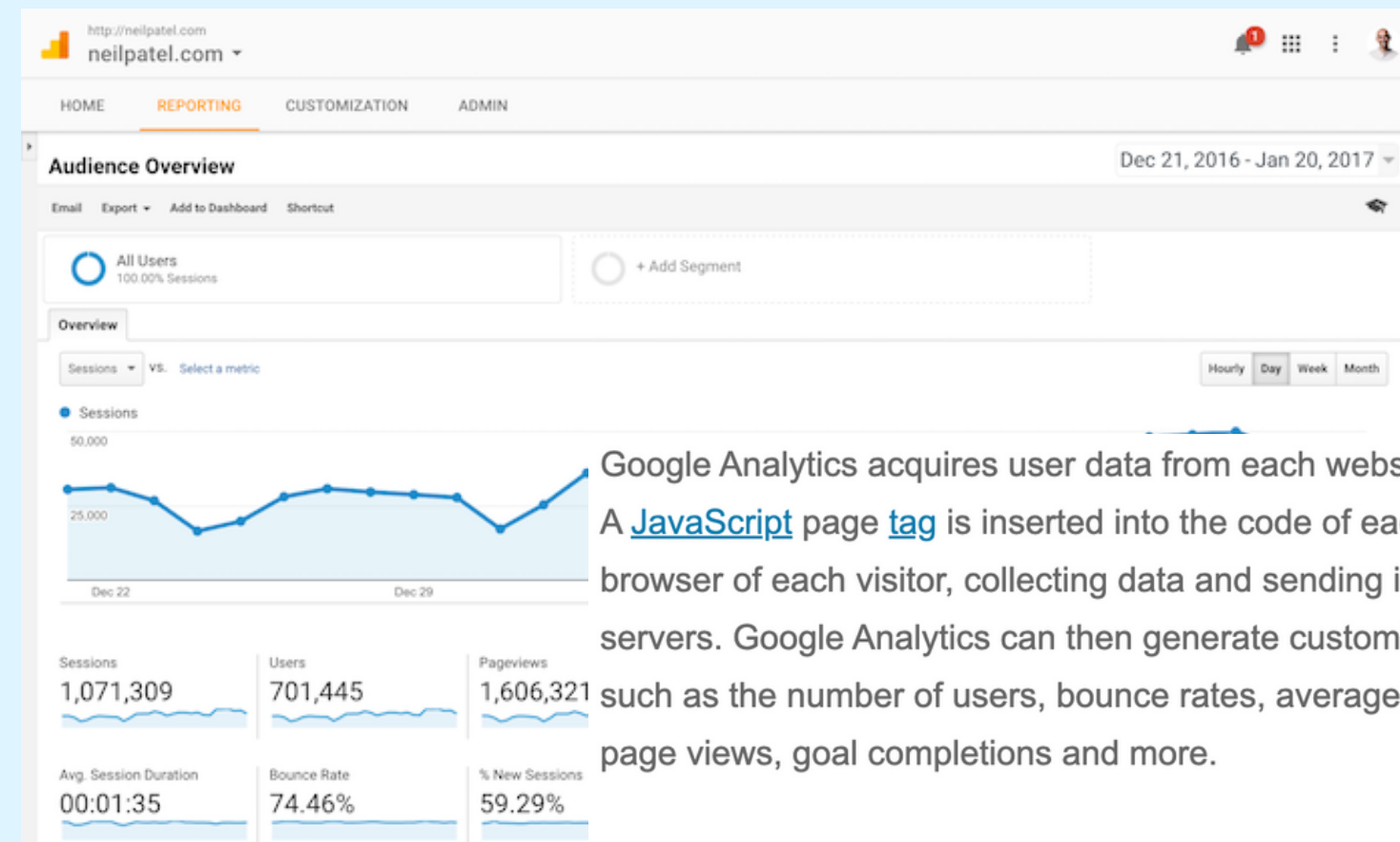
# TARGET AND EVALUATION METHOD -MSC WEBSITE



## TOOLS

Google Analytics to track website performance and collect visitor insights, determine top sources of user traffic, and gauge the success of the campaigns

- Increase in page traffic: Est. 1000
- Increase of resumés on the portal: Est 30



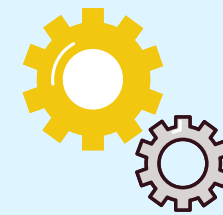
Google Analytics acquires user data from each website visitor through the use of page tags. A [JavaScript](#) page [tag](#) is inserted into the code of each page. This tag runs in the web browser of each visitor, collecting data and sending it to one of Google's data collection servers. Google Analytics can then generate customizable reports to track and [visualize](#) data such as the number of users, bounce rates, average session durations, sessions by channel, page views, goal completions and more.

The page tag functions as a [web bug](#) or web beacon, to gather visitor information. However, because it relies on [cookies](#), the system can't collect data for users who have disabled them.

# TARGET AND EVALUATION METHOD -PR CHANNELS

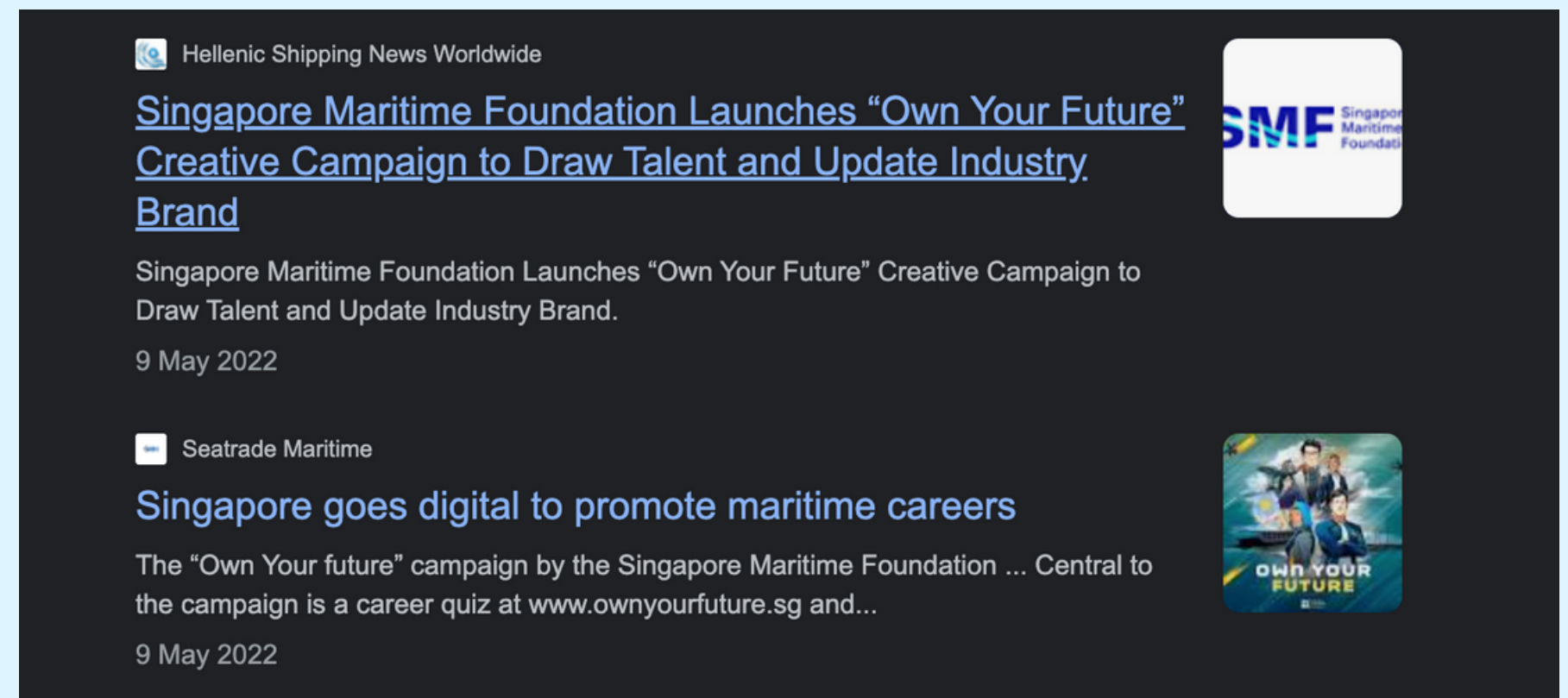


- Increase in Tier 1 story output via PR channels: 6



## TOOLS

Google Analytics to see how the news platforms mention our campaign through the SEO of the article websites





# THANK YOU!

PROUDLY PRESENTED BY:  
ATHENA, CHARIS, GEORGIA, PREETHY & SITI